MOBILITY MANAGEMENT PLAN

Proposed Strategic Housing Development on the former Player Wills site and undeveloped land owned by Dublin City Council at South Circular Road, Dublin 8.

DECEMBER 2020

SYSTRA

PLAYER WILLS SHD RESIDENTIAL MOBILITY MANAGEMENT PLAN

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1. INTRODUCTION

1.1 Background

1.1.1 SYSTRA Ltd (SYSTRA) have been appointed by the Applicant to prepare a Transport & Traffic Assessment (TTA) and Mobility Management Plan to accompany this pre-application consultation submission for the proposed development at the Player Wills Site along the South Circular Road in Dublin 8.

1.1.2 This report should be read in conjunction with the accompanying TTA. The Mobility Management Plan is the principal mitigation measure proposed by the TTA to address the forecast transport impacts of the development and has been prepared as a Pre-Occupation Plan to support the planning application.

1.2 Site Overview

1.2.1 The development site forms part of the wider Strategic Development Regeneration Area 12 (SDRA 12) which is identified in the Dublin City Council Development as 1 of 18 areas within the inner and outer city with substantial development capacity to meet the residential, employment and recreational needs of the city. SDRA 12 comprises 5 separate sites; the subject site, part of the Bailey Gibson site and Churchlands, also both under the ownership of the applicant, St. Teresa's Gardens, owned by DCC, and the Coombe Hospital. The Bailey Gibson & Churchlands site are subject to separate SHD applications.

1.2.2 A development framework was previously undertaken for the SDRA and a subsequent Masterplan was prepared by DCC for the sites, excluding the Coombe Hospital. The location of the proposed development within the context of the adjacent sites and the local area is indicated in Figure 1.1 below.

Figure 1.1 Site Location

1.3 Mobility Management Plan Approach

1.3.1 This Residential Mobility Management Plan (MMP) has been prepared to guide the delivery and management of a package of integrated initiatives which seek to encourage and embed sustainable travel choices by residents from the outset of the development's occupation.

1.3.2 A successfully implemented Residential MMP can provide reductions in car usage, particularly influencing levels of single-occupancy car travel, with increased trips made by car-sharing, public transport, walking and cycling; and can improve road safety and personal security for pedestrians and cyclists.

1.3.3 Mobility Management is about improving the development site's access from the outset – by designing for and enabling and promoting sustainable travel options (e.g. walking, car-sharing, cycling and public transport) to residents – and by reducing the need to travel by car from the development in order to access essential services and amenities. MMPs can also improve the health and wellbeing of residents through the benefits of active travel and reduce the transport-related carbon impact of the development. An MMP specifically focuses on journeys made from a single origin (home) to multiple destinations.

1.4 Report Structure

1.4.1 This report sets out the background, context and objectives of the plan, and describes a package of measures to promote and provide for the use of sustainable modes as an alternative to single occupancy car use to the development. A strategy for implementation, target setting and monitoring is also discussed. The report is set out in the following structure:

- Chapter 1: Report introduction
- Chapter 2: An introduction to Mobility Management
- Chapter 3: Proposed development
- Chapter 4: Policy context
- Chapter 5: Baseline site transport review
- Chapter 6: Pre–occupation baseline mode share
- Chapter 7: MMP objectives and targets
- Chapter 8: MMP measures
- Chapter 9: Monitoring and review
- Chapter 10: Summary

2. MOBILITY MANAGEMENT: CONTEXT

2.1 What is Mobility Management?

2.1.1 Mobility Management is a concept to promote sustainable transport and manage the demand for car use by changing travellers' attitudes and behaviour. Mobility Management is about improving a site's access, by designing for and enabling and promoting sustainable travel options (e.g. walking, cycling and public transport) to residents. The use of Mobility Management is well established in Ireland through the Development Control process and the policy documents set out in Chapter 3. The process involves key stakeholders such as the Local Authority, public transport operators, the developer and future residents.

2.2 The Benefits of Mobility Management

2.2.1 Implementing a Mobility Management Plan (or Travel Plan) has the following potential local benefits:

- Promoting alternative uses to the car can result in less congestion and therefore improves safety on local roads by promoting alternatives to the car.
- Reduced highway capacity problems can enable more sustainable travel choices.
- The local environment will be improved from reduced congestion, carbon emissions, pollution and noise.
- A range of travel options makes the development site attractive to potential residents.
- Increases opportunities for active healthy travel, such as walking and cycling.
- Reduces demand for parking spaces, enabling land to be put to more cost-effective or commercially beneficial use and freeing space for active travel initiatives.
- Improved travel choice, quality and affordable access to services for all users.

2.3 Mobility Management Plan Objectives

2.3.1 The overarching objectives of the MMP are to reduce levels of private car use by encouraging people to walk, cycle, use public transport, car share. It can also reduce the number and length of trips undertaken / required (for example through the promotion of internet shopping and home working, and the provision of an on-site parcel delivery services).

2.3.2 The specific objective(s) of an MMP can vary depending upon the organisation, site characteristics and specific land uses which vary with each site. Nevertheless, in the context of a residential MMP, objectives can include:

Residents

- Address residents' need for sustainable access to a full range of facilities for work, education, health, leisure, recreation and shopping.
- Promote healthy lifestyles and sustainable, vibrant local communities by improving the environment and the routes available for cycling and walking.

The Local Community

- Make local streets less dangerous, less noisy and less polluted and enhance the viability of public transport

- Reduce the traffic generated by the development for journeys both within the development and on the external road network
- Promote equal opportunities by offering wider travel choices
- Improve personal and wider community health
- Reduce air and noise pollution.

2.4 Making Residential Mobility Management Plans Work

2.4.1 A successful RMMP will address all aspects of a development that create a need to travel by site residents. The RMMP 'pyramid' below demonstrates how successful plans are built on the firm foundations of location and site design. A RMMP should combine hard measures (e.g. cycle parking, routes to bus stops) and soft measures (such as bus taster tickets and personalised journey planning). All measures should be integrated into the design, marketing and occupation of the site – with parking restraint often crucial to the success of the MMP in reducing car use.[1]

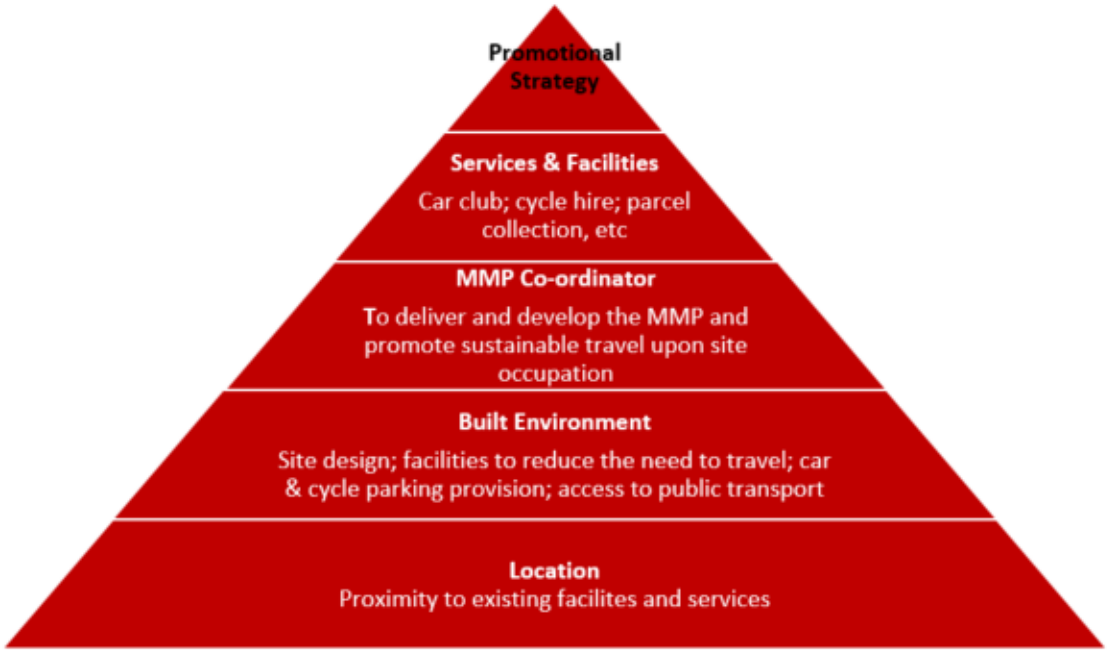


Figure 2.1 The Travel Plan Pyramid

2.4.2 MMPs are evolutionary documents that should be regularly updated. In this way, MMP targets and Action Plans can be reviewed and tailored to take account of ongoing changes in travel patterns. It is therefore intended that this MMP is the starting point of a live process and will be updated on an annual basis or when required by other circumstances. MMP specific objectives should be 'SMART' (Specific, Measurable, Achievable, Realistic and Time-Bound).

[1] UK Department for Transport *Making Residential Travel Plans Work* – June 2007

3. THE POLICY AND PLAN CONTEXT

3.1 Policy and Plan Overview

3.1.1 This section provides an overview of the national, regional and local transport and other policy drivers and strategies that underpin the requirements (and benefits) of implementing a Residential Mobility Management Plan for the proposed residential development. Please also see the accompanying Transport Assessment for a more detailed overview of current transport policy, plans and strategies of relevance to the site.

3.2 National Policy Context

3.2.1 This section provides an overview of the main national policy drivers and strategies that underpin the requirements (and benefits) of implementing a Residential MMP for the residential development proposed at the Player Wills site.

Ireland 2040 Our Plan – National Planning Framework

3.2.2 The **Project Ireland 2040 - National Planning Framework** (NPF) recognises that improvements in connectivity are achievable and are necessary to boost both competitiveness and quality of life. The Ireland 2040 Vision includes the following key elements which have direct relevance to Mobility Management.

1. More sustainable choices and options for people, businesses and communities that can positively influence sustainable patterns of living and working.
2. The highest possible quality of life for our people and communities, underpinned by high quality, well managed built and natural environments.
3. Significant improvement in local and international connectivity that underpins the competitiveness and quality of life of our people, businesses, communities and regions.

3.2.3 The NPF has been developed to deliver the following **National Strategic Outcomes** (as part of the Smart Growth Urban Initiative to achieve sustainable growth) which are pertinent to this report. These are to:

- Improve accessibility to and between centres of mass and scale and provide better integration with their surrounding areas.
- Ensure transition to more sustainable modes of travel (walking, cycling, public transport) and energy consumption (efficiency, renewables) within an urban context.

3.2.4 The NPF seeks to enable people to live closer to where they work, moving away from the current unsustainable trends of increased commuting. It supports more energy efficient development through the location of housing and employment along public transport corridors, where people can choose to use less energy intensive public transport, rather than being dependent on the car.

3.2.5 The Eastern and Midland Regional Assembly (EMRA), through its "Regional Spatial and Economic Strategy", also supports travel planning. Specifically, through Regional Policy Objective (RPO) 8.7 which promotes the use of mobility management and travel plans to bring about behaviour change and more sustainable transport use.

Smarter Travel, A Sustainable Transport Future (STASTF) – A New Transport Policy for Ireland, 2009 – 2020

3.2.6 As recognised in Smarter Travel, A Sustainable Transport Future – A New Transport Policy for Ireland 2009 – 2020 there is a need to provide an integrated transport network that enables the efficient, effective and sustainable movement of people and goods, in order to contribute to economic, social and cultural progress.

3.2.7 This policy recognises that without intervention, congestion will get worse, transport emissions will continue to grow, economic competitiveness will suffer, and quality of life will decline. The key goals are as follows:

- Improve quality of life and accessibility to transport for all and for people with reduced mobility and those who may experience isolation due to lack of transport.
- Improve economic competitiveness through maximising the efficiency of the transport system and alleviating congestion and infrastructural bottlenecks.
- Minimise the negative impacts of transport on the local and global environment through reducing localised air pollutants and greenhouse gas emissions.
- Reduce overall travel demand and commuting distances travelled by the private car.
- Improve security of energy supply by reducing dependency on imported fossil fuels.

3.2.8 The implementation of STASTF will also assist in meeting Ireland's international obligations towards tackling climate change. The following actions are relevant to the proposed residential development at the Player Wills site:

3.2.9 **Action 1 –** We will continue to enhance existing legislative provisions to deliver deeper integration of travel and spatial planning and to support the full integration and alignment of transport plans with the development plan process and local area planning (see also Action 42).

3.2.10 **Action 2** – We will ensure better integration of land use planning and transport policies in the relevant planning guidelines as part of their ongoing review and we will avail of policy directives to give effect to specific measures needed to meet the vision for sustainable travel. The following will also be included in future planning guidelines: a requirement that developments above a certain scale have viable travel plans in place. The following will also be included in future planning guidelines:

- A general requirement that significant housing development in all cities and towns must have good public transport connections and safe routes for walking and cycling to access such connections and local amenities.
- Integration of cycling and public transport.
- A requirement that developments above a certain scale have viable travel plans in place

National Cycle Policy Framework, 2009-2020

3.2.11 The National Cycle Planning Policy Framework 2009-2020 (NCPF) aims to create a new culture of cycling in Ireland, with a target of 10% of all trips to work being made by bike by 2020.

The National Cycle Manual

3.2.12 The **National Cycling Manual** is focused on encouraging more people to cycle and providing for cycling in a stress free and safe environment. The Manual embraces the Principles of Sustainable Safety to offer a safe traffic environment for all road users including cyclists and offers guidance on integrating the bike in the design of urban areas. It challenges planners and engineers to incorporate cycling within transport networks more proactively than before.

Get Ireland Active – The National Physical Activity Plan, 2016

3.2.13 Another key policy driver for the encouragement of active, healthy commuting trips is the **Get Ireland Active – National Physical Activity Plan** (NPAP). Launched in 2016, this plan recognises that physical inactivity is a demonstrated clear risk to health and wellbeing in Ireland.

3.2.14 The NPAP is about creating increased opportunities for people to be active in ways which fit in to their everyday lives and which suits individual needs, circumstances and interests, and to remove the barriers which people face to being active – by encouraging a supportive environment where physical activity becomes normal.

3.2.15 The NPAP focuses on the use of the natural and built environment. It recognises that promoting active transport are the most practical and sustainable ways to increase physical activity as part of people's everyday routine. It specifically identifies the role of walking or cycling for utility transport as a means to increase people's physical activity levels.

3.3 Regional and Local Policy Context

3.3.1 This section provides an overview of the main regional and local policy drivers and strategies that underpin the context, requirements and benefits of a Mobility Management Plan for the proposed residential development.

Greater Dublin Area Transport Strategy, 2016-2023

3.3.2 This strategy aims to contribute to the economic, social and cultural progress of the Greater Dublin Area by providing for the efficient, effective and sustainable movement of people and goods – helping to reduce modal share of car-based commuting to a maximum of 45%. To achieve these principles, future developments must:

- Have transport as a key consideration in land use planning – integration of land use and transport to reduce the need to travel, reduce the distance travelled, reduce the time taken to travel, promote walking and cycling especially within development plans.
- Protect the capacity of the strategic road network.
- Ensure a significant reduction in share of trips taken by car, especially those trips which are shorter or commuter trips.
- Take into account all day travel demand from all groups.
- Provide alternate transport modes in order to reduce the strain on the M50 as current increase in traffic is unsustainable.

3.3.3 The site is within walking distance of improved public transport provisions such as the proposed BusConnects Core Bus Corridor(s), which will enhance the overall public transport

provision across urban Dublin. This will improve public transport options for residents, including for those commuting to destinations across the wider Dublin area.

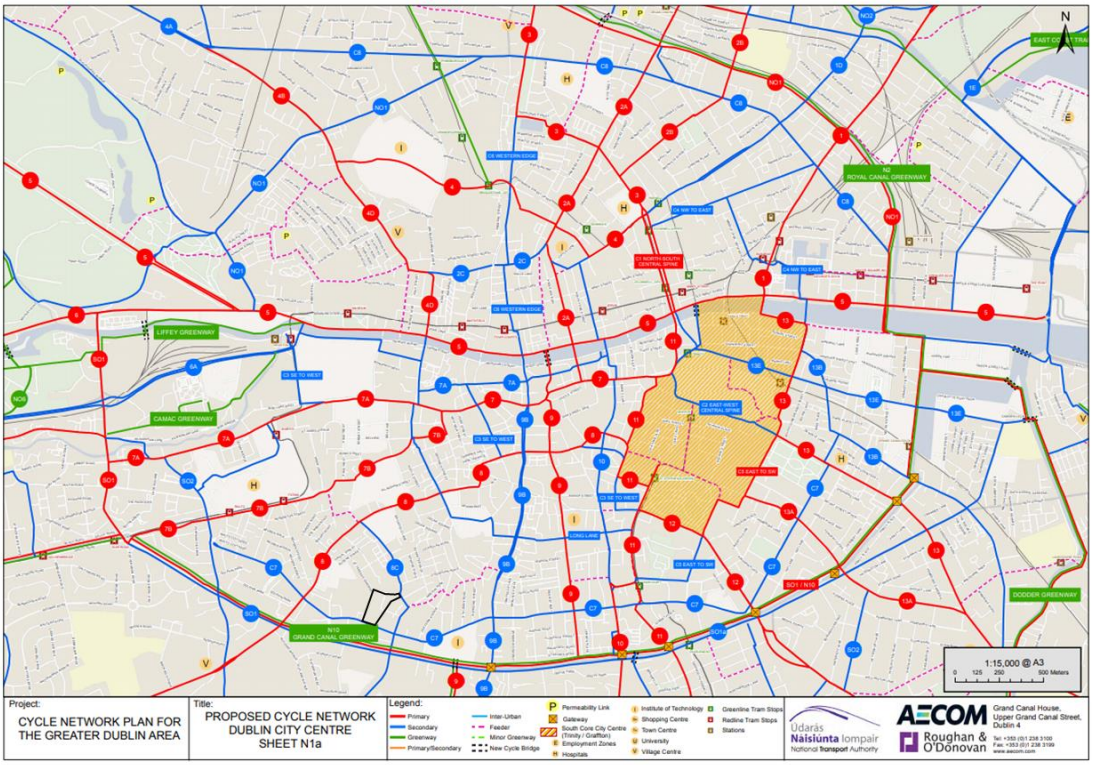
Greater Dublin Area Cycle Network Plan, 2013

3.3.4 The Greater Dublin Area Cycle Network Plan sets out a 10-year strategy to expand the urban cycle network from 500km to 2,480km. The overarching ambition of the scheme is to, by 2021, increase the number of commuters who commute by bike to be the same amount as those who commute by bus.

3.3.5 The network will consist of a series of primary, secondary and feeder routes as well as greenways routes. These routes will comprise of a mix of cycle tracks and lanes, cycleways and infrastructure-free cycle routes in low traffic environments.

3.3.6 The proposed cycle network surrounding the development is shown below, with the Grand Canal Greenway, the Primary Routes 8 and SO1 / N10 and the Secondary Routes C7 and 8C all adjacent or close to the subject site.

Figure 3.1 GDA South Dublin Cycle Network Plan



BusConnects

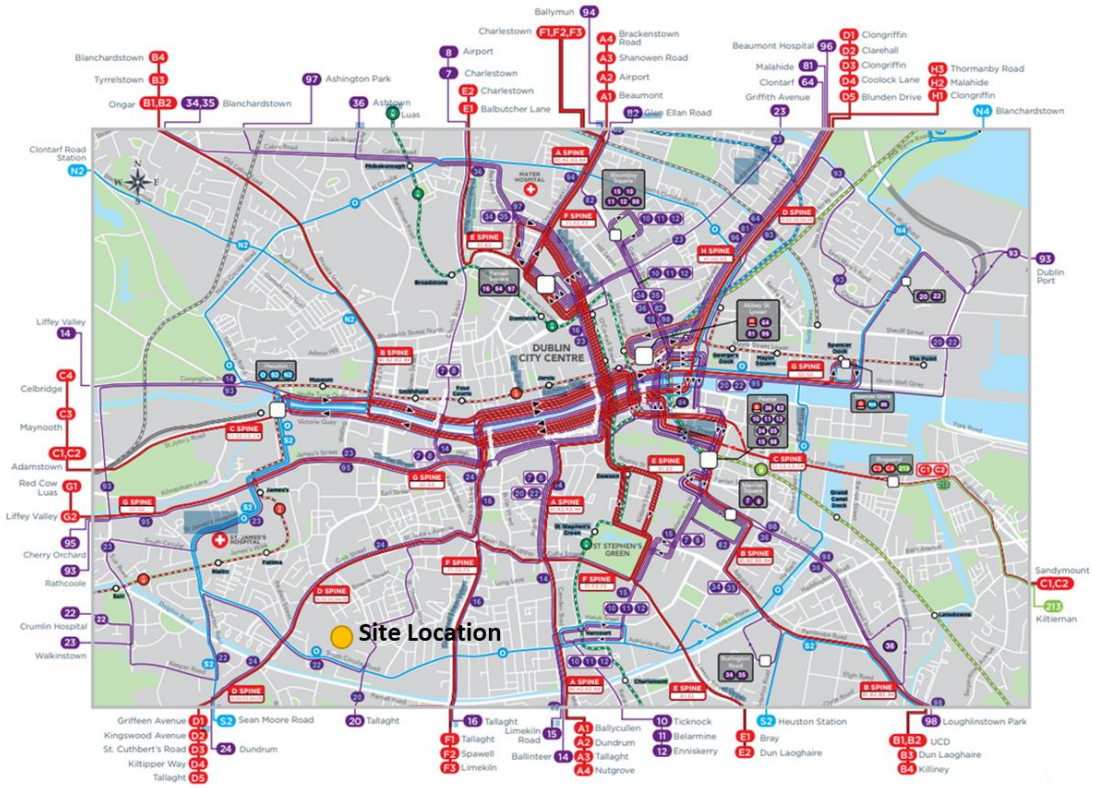
3.3.7 BusConnects is part of the overall GDA Transport Strategy and aims to overhaul the current bus system in the Dublin region through a number of measures, as outlined below. The measures will improve public transport access and reliability for future residents of the proposed development. The BusConnects programme includes:

- Building a network of **"next generation" bus corridors** on the busiest bus routes to make bus journeys faster, predictable and reliable.

- Introducing **Bus Rapid Transit**, a higher quality of bus system, on three of the busiest corridors.
- Completely **redesigning the network** of bus routes to provide a more efficient network, connecting more places and carrying more passengers.
- Developing a **state-of-the-art ticketing** system using credit and debit cards or mobile phones to link with payment accounts and making payment much more convenient.
- Implementing a **cashless payment system** to vastly speed up passenger boarding times.
- Revamping the fare system to provide a **simpler fare structure**, allowing seamless movement between different transport services without financial penalty.
- Implementing **a new bus livery** providing a modern look and feel to the new bus system.
- Rolling out **new bus stops with better signage and information** and increasing the provision of additional bus shelters.
- Transitioning to a new bus fleet using **low-emission vehicle** technologies.

3.3.8 The BusConnects programme will improve access to bus services close to the proposed development. As illustrated below, the subject site is located close to Spine D which is defined as very high frequency spine with proposed frequencies of 2.7-3.7 minutes based on latest revision of the network. Line O also run directly in front of the site providing an orbital route around the city at a frequency of 5-10 minutes.

Figure 3.2 Proposed BusConnects Service Redesign Dublin City Centre



3.3.9 It should be noted that the network above is part of an ongoing public consultation with the final network redesign expected in the coming months subject after the second round of public consultation in November 2019.

3.3.10 In addition to the redesign of the bus network, a number of high frequency Core Bus Corridors (CBCs) are proposed as part of BusConnects. The aim of CBCs is to provide segregated bus lane priority to reduce congestion, improve bus capacity, reliability and punctuality while reducing bus journey times along 16 of the busiest bus corridors in Dublin. CBC will run along Dolphin's Barn Street/Cork Street within walking distance of the subject site.

3.3.11 In addition, the CBCs will include dedicated cycle tracks on each side of the road, providing safe cycling facilities, segregated from other vehicular traffic, with adequate footpaths for pedestrians and supporting elements such as pedestrian crossings at all key road crossing points and bus shelters for waiting passengers.

Dublin City Council Development Plan, 2016-2022

3.3.12 The Dublin City Development Plan provides a coherent, integrated framework to ensure the city develops in an inclusive and sustainable manner which is resilient on social, economic and environmental fronts in the short and longer term. The plan emphasises the need for Dublin to become a low-carbon city and the role of compact, self-sustaining communities and neighbourhoods, urban form and movement has to play in achieving this goal.

3.3.13 The plan details a Core Strategy which includes housing, settlement, employment, retail and public transport strategies. The strategy translates into 3 broad strands which form the basis for the policies and objectives outlined in the plan, these are:

- Compact, Quality, Green, Connected City;
- A Prosperous, Enterprising, Creative City; and
- Creating Sustainable Neighbourhoods and Communities.

3.3.14 The policies and objectives of the plan are categorised into 12 broad areas. Table 3.1 below provides a summary of the policies most relevant to this MMP.

Table 3.1 Extracts from most relevant Dublin City Development Plan 2016-2022 Policies

No.	Details
SC19	"To promote the development of a network of active, attractive and safe streets and public spaces….which encourage walking as the preferred means of movement between buildings and activities in the city. In the case of pedestrian movement within major developments, the creation of a public street is preferable to an enclosed arcade or other passageway."
SC20	"To promote the development of high-quality streets and public spaces which are accessible and inclusive, and which deliver vibrant, attractive, accessible and safe spaces and meet the needs of the city's diverse communities. "
QH10	"To support the creation of a permeable, connected and well-linked city and discourage gated residential developments as they exclude and divide established communities."
MT2	"Whilst having regard to the necessity for private car usage..to continue to promote modal shift from private car use towards increased use of more sustainable forms of transport such as cycling, walking and public transport..."
MT7	"To improve the city's environment for walking and cycling through the implementation of improvements to thoroughfares and junctions and also through the development of new and safe route.."
MT10	"To provide 30kph speed limits and traffic calmed areas at appropriate locations throughout the city subject to stakeholder consultation."

MT11	"To continue to promote improved permeability for both cyclists and pedestrians in existing urban areas..."
MT12	"To improve the pedestrian environment and promote the development of a network of pedestrian routes which link residential areas with recreational, educational and employment destinations to create a pedestrian environment that is safe and accessible to all."
MT13	"To promote bets practice mobility management and travel planning to balance car use to capacity and provide necessary mobility via sustainable transport modes."
MT17	"To provide sustainable levels of car parking and storage in residential schemes in accordance with development plan car parking standards so as to promote city centre living and reduce the requirement for car parking."
MT18	"To encourage new ways of addressing the paring needs of residents (such as car clubs) to reduce the requirement for car parking."
MTO25	"To support the growth of Electric Vehicles and e-bikes, with support facilities as an alternative to the use of fossil-fuel-burning vehicles, through a roll-out of additional electric charging points in collaboration with relevant agencies at appropriate locations."

3.3.15 In terms of land use zoning part of the site forms part of SDRA 12, as discussed in Section 1.1, which is intended for primarily residential development. The development plan outlines the guiding principles for SDRA 12, the principles relevant to this transport assessment are as follows;

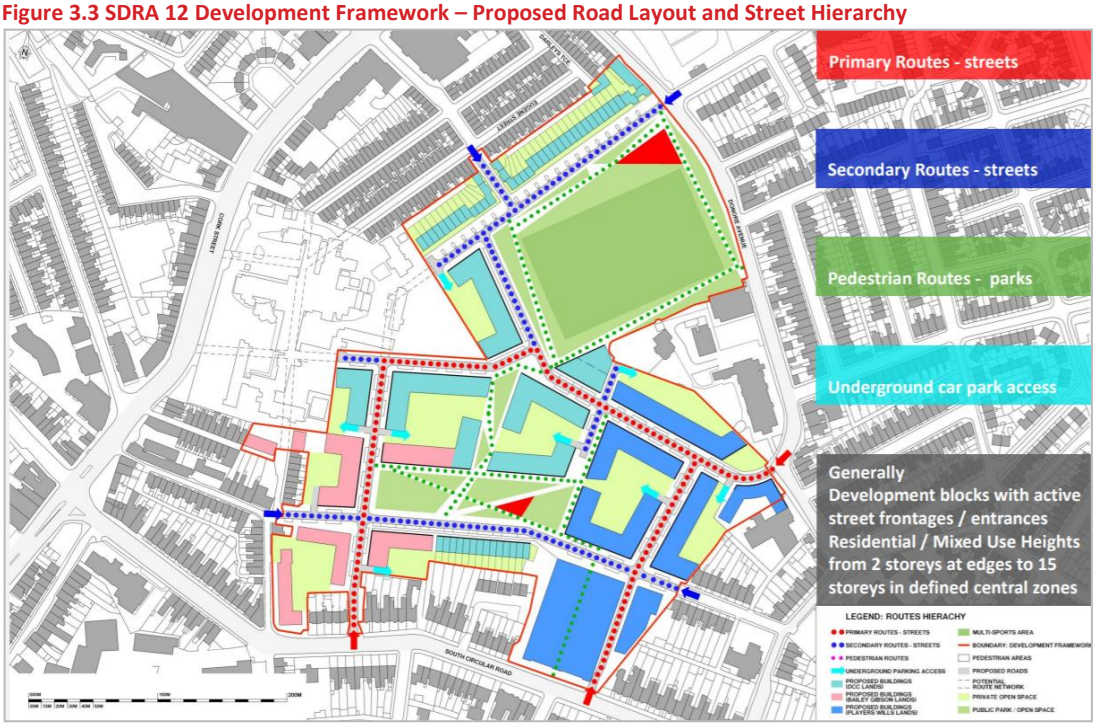
- *"The development of a network of streets and public spaces will be promoted to ensure the physical, social and economic integration of St. Teresa's Gardens with the former Player Wills & Bailey Gibson site, with further integration potential with the site of the Coombe Hospital and White Heather Industrial Estate. "*
- *"Strong permeability through these lands will be encouraged to generate movement and activity east-to-west (connecting Dolphin's Barn Street and Cork Street with Donore Avenue) and north-to-south (connecting Cork Street and Donore Avenue with the South Circular Road and Grand Canal Corridor); a high-quality public domain, provision of pedestrian and cyclist routes and provision of actives streets will be promoted."*

3.3.16 Section 16.38 & 16.39 set out the car and cycle parking standards respectively. The plan states that car parking standards are maximum in nature and may be reduced where other modes of transport provide sufficient mobility for residents. Alternative solutions will also be considered such as residential car clubs where there are site constraints.

Development Framework for St. Teresa's Gardens & Environs

3.3.17 In 2017, DCC prepared a framework plan for SDRA 12 to translate the guiding principles, outlined previously, for the site identified in the Dublin City Development Plan. This plan covered the DCC lands, the Player Wills site and part of the Bailey Gibson site. The plan included an internal road layout and street hierarchy which prioritised the integration of the three sites and strong permeability to generate movement east-west and north-south through the site. All roads within the sites were proposed to be 15m wide building to building. A detailed transport assessment was not undertaken as part of the original development framework. The proposed road layout and street hierarchy is shown in Figure 3.3. There is no indication within the development framework if all access points were to allow for vehicular movements.

Figure 3.3 SDRA 12 Development Framework – Proposed Road Layout and Street Hierarchy



SDRA 12 – Masterplan for Player Wills, Dublin City Council & Bailey Gibson Lands

3.3.18 A more detailed masterplan was developed by DCC to expand on the work previously undertaken as part of the development framework and to reflect the changes in national planning policy since the publication of the original framework plan. The masterplan was developed to demonstrate how the three sites, including Bailey Gibson in its entirety, could be developed in an integrated manner that delivers on the objectives of the SDRA development framework and the guiding principles set out in the DCC development as discussed in Section 3.3.15.

3.3.19 The masterplan includes an updated access strategy, road layout and street hierarchy which is similar to what was proposed in the development framework plan but reflects the opportunity and constraints of each site, the feasibility of access for each mode and access points not previously considered. The primary routes through the site were also increased from 15m to 18m to allow increased space to widen footpaths, landscaping and on-street car and cycle parking. Figure 2.2 shows the masterplan access strategy in full.

Figure 3.4 Masterplan – Proposed Road Layout and Access Strategy

3.3.20 The masterplan also outlines a high-level parking strategy which details a reduced level of car parking for the site based on the masterplan lands accessibility and proximity to public transport. However, the plan also states that some level of parking will be needed to meet parking requirements on site to promote city centre and family living and prevent illegal parking on street. The masterplan also states that a Mobility Management Plan will be required to be implemented for each of the sites with a number of examples of 'hard' and 'soft' measures given to encourage sustainable travel to/from the site. These includes car-sharing, increased cycle parking, on site facilities and appointment of a Mobility Manager amongst others.

4. THE PROPOSED DEVELOPMENT

4.1 Overview

4.1.1 The proposed development comprises of a total of 732 residential units comprising 492 Build to Rent units and 240 Shared Accommodation units along with tenant amenities, retail/food and beverage, community spaces and a childcare facility. The indicative layout of the development is shown in the architect's ground floor layout plan outlined in Figure 4.1. A scaled version of this drawing, PL1010, can be found within the architectural suite of drawings.

Figure 4.1 Ground Floor Layout Plan

4.2 Development Description

4.2.1 DBTR-SCR1 Fund, a Sub-Fund of the CWTC Multi Family ICAV intend to apply to An Bord Pleanála for permission for a mixed-use Build to Rent Strategic Housing Development at the former 'Player Wills' site (2.39 hectares) and adjoining lands (0.67 hectares) under the control of Dublin City Council. A public park, public road and works to South Circular Road and to facilitate connections to municipal services at Donore Avenue are proposed on the Dublin City Council land. The former 'Player Wills' site incorporates Eircode's: D08 T6DC, D08 PW25, D08 X7F8 and D08 EK00 and has frontage onto South Circular Road, St. Catherine's Avenue and Donore Avenue, Dublin 8. The Dublin City Council undeveloped land adjoins the former 'Player Wills' site to the west and the former 'Bailey Gibson' site to the east. The total area of the proposed development site is 3.06 hectares.

4.2.2 The design rationale is to create and deliver a high quality, sustainable, residential led mixed use strategic housing development within this inner-city brownfield site which respects its setting and maximises the site's natural attributes while achieving maximum efficiency of existing infrastructure. The Proposed Site Layout is illustrated on Drawing No. PL0003 contained within the architectural suite of drawings. The development will consist of;

- the demolition of all buildings (15,454 sq.m GFA), excluding the original fabric of the former Player Wills Factory, to provide for the development of a mixed use(residential, community, arts and culture, creche, food and beverage and retail) scheme comprising predominantly build to rent apartment dwellings (492 no.) together with a significantly lesser quantity of single occupancy shared accommodation private living areas (240 no.), with an average private living floor area of 24.6 sq.m (double the minimum private living space size required for single occupancy shared accommodation) and a arts/culture/community hub within the repurposed ground floor of the former factory building;
- change of use, refurbishment, modifications and alterations to the former Player Wills Factory building (PW1) to include the removal of 1 no. later addition storey (existing 4th storey) and the later addition rear (northern) extension, retention and modification of 3 no. existing storeys and addition of 2 no. storeys set back on the building's south, east and west elevations with an 8-storey projection (max. height 32.53m) on the north eastern corner, with a cumulative gross floor area of 17,630 sq.m including ancillary uses, comprising;
  - at ground floor 852 sq.m of floor space dedicated to community, arts and cultural and exhibition space together with artist and photography studios (Class 1 and Class 10 Use), 503 sq.m of retail floor space (Class 1 Use), 994 sq.m of café/bar/restaurant floor space, 217 sq.m of co-working office floor space (Class 3 Use) and ancillary floor space for welfare facilities, waste management and storage;
  - 240 no. single occupancy shared accommodation private living areas, distributed over levels 1-4, including 2 no. rooms of 30 sq.m, 49 no. rooms of 25 sq.m; 14 no. rooms of 23 sq.m, 58 no. rooms of 22.5 sq.m, 8 no. rooms of 20 sq.m, 104 no. rooms of 19 sq.m and 5 no. disabled access (Part M) rooms (3 no. 32 sq.m and 2 no. 26 sq.m); 21 no. kitchen/dining areas, and, 835 sq.m of dedicated shared accommodation services, amenities and facilities distributed across levels 1-4, to accommodate uses including lounge areas, entertainment (games) area, 2 no.

external terraces (Level 03 and 04), laundry facilities, welfare facilities and waste storage;
- 47 no. build-to rent apartments distributed across levels 1-7 including 12 no. studio apartments; 23 no. 1 bed apartments, 8 no. 2 bed apartments: and, 4 no. 3-bed apartments;
- 1,588 sq.m of shared (build to rent and shared accommodation) services, amenities and facilities including at ground floor reception/lobby area, parcel room, 2 no. lounges and administration facilities; at Level 01 entertainment area, TV rooms, entertainment (games room), library, meeting room, business centre; at Level 02 gym and storage and at Level 07, a lounge area.
- Provision of communal amenity outdoor space as follows; PW1 - 450 sq.m in the form of roof terraces dedicated to shared accommodation and 285 sq.m roof terrace for the proposed apartments .
- a basement (190 sq.m) underlying the proposed 8-storey projection to the northeast of PW1 to accommodate plant.

- the construction of 445 no. Build to Rent apartment units, with a cumulative gross floor area of 48,455 sq.m including ancillary uses distributed across 3 no. blocks (PW 2, 4 and 5) comprising;
  - PW2 (45,556 sq.m gross floor area including ancillary uses) - 415 no. apartments in a block ranging in height from 2-19 storeys (max. height 63.05m), incorporating 16 no. studio units; 268 no. 1 bed apartments, 93 no. 2 bed apartments and 38 no. 3-bed apartments. At ground floor, 2 no. retail unts (combined 198 sq.m) (Class 1 use), and a café/restaurant (142 sq.m). Tenant services, amenities and facilities (combined 673 sq.m) distributed across ground floor (lobby, mail room, co-working and lounge area), Level 06 (terrace access) and Level 17 (lounge). Provision of communal amenity open space including a courtyard of 1,123 sq.m and roof terraces of 1,535 sq.m
  - Double basement to accommodate car parking, cycle parking, waste storage, general storage and plant.
  - PW4 (1,395 sq.m gross floor area including ancillary uses) - 9 no. apartments in a part 2-3 storey block (max. height 10.125m) comprising, 2 no. 2-bed duplex apartment units and 7 no. 3-bed triplex apartment units. Provision of communal amenity open space in the form of a courtyard 111 sq.m
  - PW5 (1,504 sq.m gross floor area including ancillary uses) - 21 no. apartments in a 4 storey block (max. height 13.30m) comprising 12 no. studio apartments, 1 no. 1-bed apartment, 5 no. 2-bed apartments, and 3 no. 3-bed apartments. Provision of communal amenity space in the form of a courtyard 167sq.m. Provision of communal amenity open space in the form of a courtyard 167 sq.m

- the construction of a childcare facility (block PW4) with a gross floor area of 275 sq.m and associated external play area of 146 sq.m;
- the provision of public open space with 2 no. permanent parks, 'Players Park' (3,960 sq.m) incorporating active and passive uses to the northwest of the former factory building on lands owned by Dublin City Council; 'St. Catherine's Park' (1,350 sq.m)a playground, to the north east of the Player Wills site adjacent to St. Catherine's National School. A temporary public park (1,158 sq.m) to the northeast of the site set aside for a future

school extension. The existing courtyard (690 sq.m) in block PW1 (former factory building) to be retained and enhanced and a public plaza (320 sq.m) between proposed blocks PW and PW4.

- 903 no. long-stay bicycle parking spaces, with 861 no. spaces in the PW2 basement and 42 no. spaces at ground level in secure enclosures within blocks PW4 and PW5. 20 no. spaces reserved for non-residential uses and 110 no. short-stay visitor bicycle spaces provided at ground level.
- 4 no. dedicated pedestrian access points are proposed to maximise walking and cycling, 2 no. from South Circular Road, 1 no. from St. Catherine's Avenue and 1 no. from Donore Avenue.
- in the basement of PW2, 148 no. car parking spaces to serve the proposed build to rent apartments including 19 no. dedicated disabled parking spaces and 6 no. motorcycle spaces. 20 no. spaces for a car sharing club ('Go Car' or similar). 10% of parking spaces fitted with electric charging points.
- in the basement of PW2, use for 81 no. car parking spaces (1,293 sq.m net floor area) including 5 no. dedicated disabled parking spaces, 3 no. motorcycle spaces and 10% of parking spaces fitted with electric charging points to facilitate residential car parking associated with future development on neighbouring lands. The area will not be used for carparking without a separate grant of permission for that future development. In the alternative, use for additional storage (cage/container) for residents of the proposed development.
- 37 no. surface level car parking spaces including 3 no. disabled access and 3 no. creche set down spaces and 10% fitted with electric charging points. 2 no. loading bays and 2 no. taxi set-down areas.
- development of internal street network including a link road (84m long x 4.8m wide) to the south of the proposed 'Players Park' on land owned by Dublin City Council that will provide connectivity between the former 'Bailey Gibson' site and the 'Player Wills' site.
- vehicular access will be provided via Donore Avenue with a one-way exit provided onto South Circular Road to the east of block PW1(the former factory building);
- replacement and realignment of footpaths to provide for improved pedestrian conditions along sections of Donore Avenue and South Circular Road and realignment of centreline along sections of Donore Avenue with associated changes to road markings;
- a contra-flow cycle lane is proposed at the one-way vehicular exit to the east of PW1 (former factory building) to allow 2-way cycle movements via this access point;
- decommissioning of existing 2 no. ESB substations and the construction of 2 no. ESB substations and associated switch rooms, 1 no. single ESB substation in PW 1 (43.5 sq.m) and 1 no. double ESB substation in PW2 (68 sq.m);
- the construction of a waste and water storage building (combined 133 sq.m, height 4.35m) to the west of building PW1;
- all ancillary site development works; drainage, rooftop solar photovoltaics (20 no. panels total), landscaping, boundary treatment and lighting.

4.3 Internal Pedestrian and Cyclist Provision

4.3.1 The Design Manual for Urban Roads & Streets (DMURS) indicate a hierarchy of travel modes with walking being the highest and most sustainable form of travel. Walking will not reduce long distance trips, however encouraging walking will reduce short distance vehicle trips, provide linkage to public transport and as an added benefit, will improve health and fitness.

4.3.2 There is a well-established network of footways throughout the surrounding area that provide strong connections between the proposed development and key local facilities / amenities. This is discussed further in Section 5.3.

4.3.3 The internal network of the proposed development has been designed to prioritise sustainable transport modes, while allowing for required vehicular access to car parking and for service vehicles. Not only will it seek to provide a safe and permeable environment for residents of the proposed development, it will also aim to provide a safe and direct link between the site and the external pedestrian and cycling networks and a future link to the full masterplan area.

4.3.4 As the layouts in Figure 4.2 & 4.3 demonstrate, pedestrian and cyclist access will be provided from multiple access points along the South Circular Road, St. Catherine's Avenue and Donore Avenue. The access point to the west of the factory building and onto St. Catherine Avenue will be pedestrian and cyclists only with pedestrians also permitted to enter via the Factory and through the factory courtyard.

Figure 4.2 Pedestrian Access

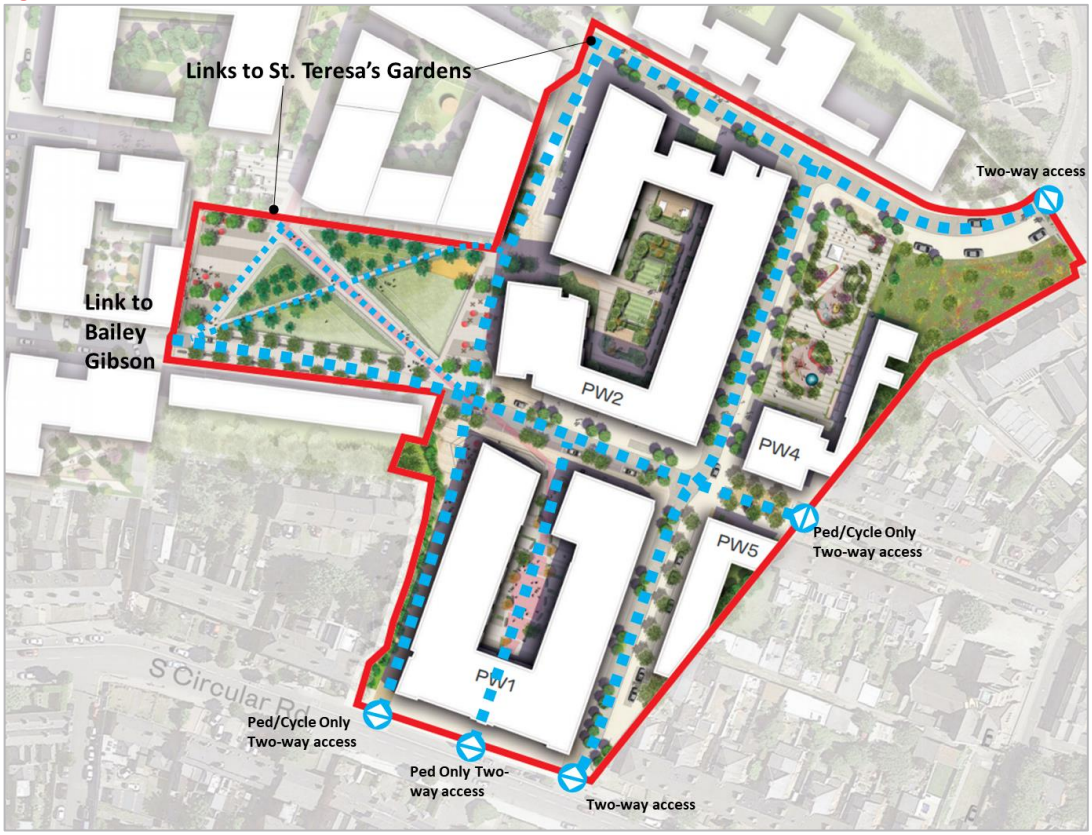
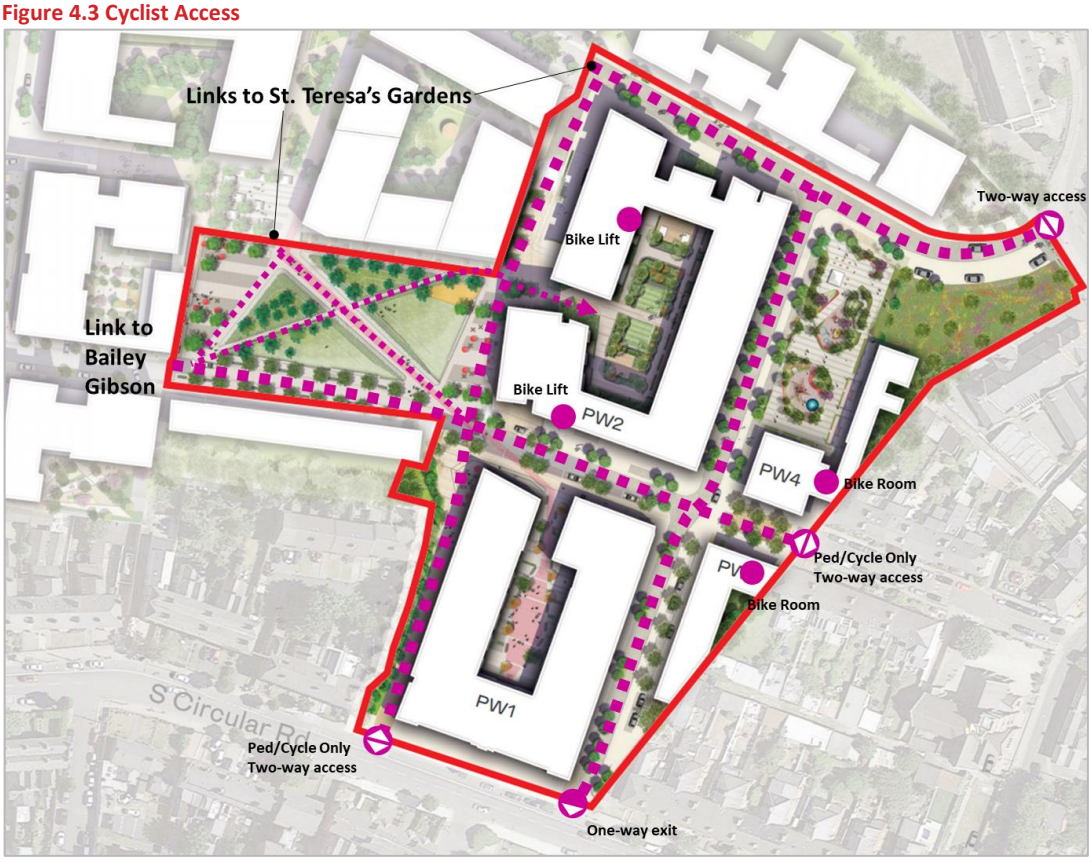


Figure 4.3 Cyclist Access



4.3.5 The access strategy outlined is part of the wider access strategy planned for the full SDRA 12. The SDRA access strategy is shown in Figure 4.3. As shown, there is a planned shared surface street running east-west through the three sites south of the proposed neighbourhood park. This will connect the pedestrian only access points onto St. Catherine's Avenue and Rehoboth Place creating a strong walking connection through the entire site connecting to the park.

Figure 4.4 SDRA 12 Masterplan Access Strategy

4.4 Cycle Parking

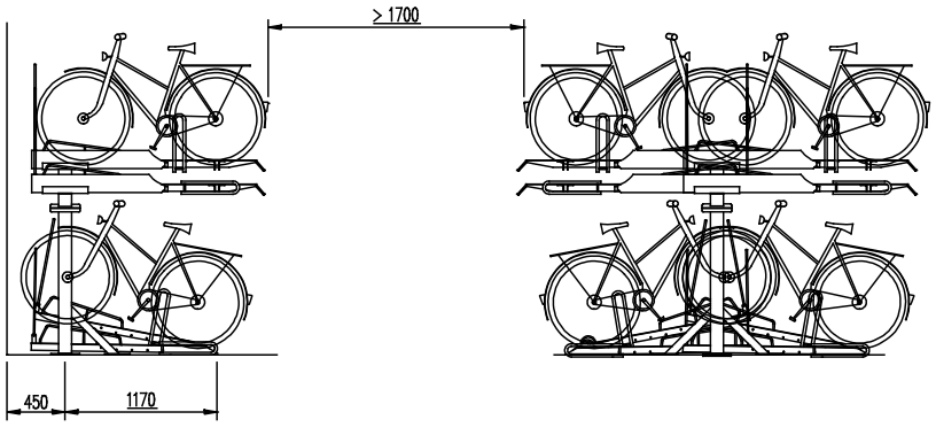
4.4.1 Long stay cycle parking is provided separately for each of the four residential blocks and is provided at a ratio of 1.3 bike spaces per unit for the apartments and, above the DCC standard of 1 per unit. The long-stay parking will be two tier stacked parking and secured in indoor bike

rooms accessible by residents only. The type of model proposed for the cycle parking is shown below in Figure 4.3.

Figure 4.5 Two-Tier Bike Model

4.4.2 The model above has a gas assisted lifting mechanism for ease of use and bikes can be securely chained to the rack. The bike rooms provided as part of the development have all be designed to ensure adequate floor to ceiling height, 2600mm minimum required for model shown, and 2m aisle width to accommodate the two-tier parking. The dimensions of the model above are shown in Figure 4.5.

Figure 4.6 Two-Tier Bike Model Minimum Dimensions



4.4.3 In addition to the long stay parking there will be on-street visitor parking provided at locations throughout the development. In total 110 visitor cycle spaces will be provided at the locations shown in Figure 4.6.

Figure 4.7 On-street Visitor Cycle Parking

4.4.4 Additional 20 cycle spaces will also be provided for staff on site, including staff of retail units and creche.

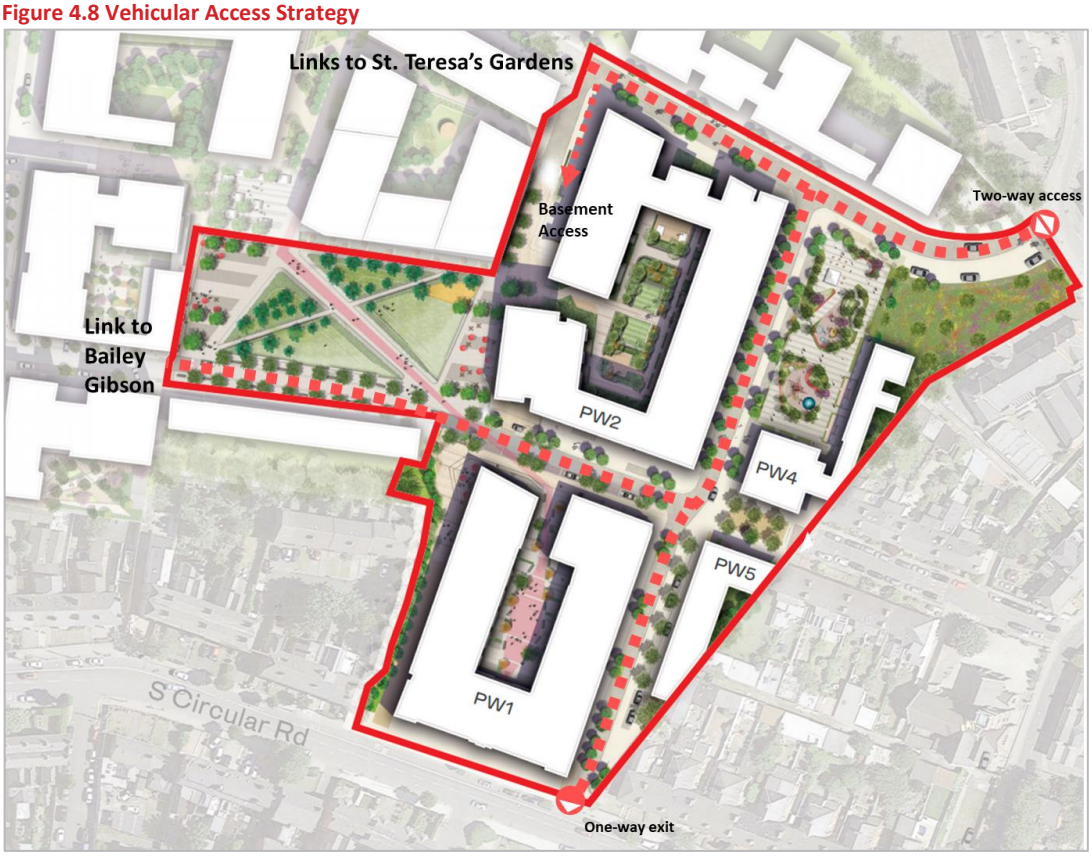
4.5 Cycle Hire

4.5.1 There are limited Dublin Bike stations within walking distance of the site with the nearest sites approximately 15 minutes' walk. Currently there are no plans to expand the Dublin Bikes Scheme with any future stations dependent on the availability of additional funding for capital and operational costs. There are several designated bleeper bike parking spaces close to the site along Dolphin's Barn Street, see Section 5.4.5. Any suitable parking stand can be added as a designated space by a user sending the location and photographs to the BleeperBike support team.

4.6 Vehicular Access

4.6.1 The proposed vehicular access strategy is illustrated in Figure 4.7. This has been developed based on the site constraints discussed in Section 5.5 of the TTA. As shown, access will be limited to a one-way exit onto South Circular Road and two-way access into Donore Avenue. Both junctions will be priority junctions. The road network will ultimately link to the DCC lands and connect to the road network on the Bailey Gibson site. There will be no vehicular access through St. Catherine's Avenue. The majority of vehicular traffic will exit onto the South Circular Road in the morning peak, traveling south and westwards away from the city. Providing an exit at this point will reduce the need for traffic to travel past the school during the morning peak. The majority of cars will return to site in the evening, after school hours.

Figure 4.8 Vehicular Access Strategy



4.7 Car Parking

4.7.1 Long stay car parking will be provided at a rate of 0.3 spaces per unit, 148 spaces in total. This excludes the shared accommodation units for which no car parking is provided. The long stay spaces will be provided at basement level. 20 additional spaces at basement level will be provided for car sharing with 20 GoCars provided upon development opening, this is discussed further in Section 8.10.

4.7.2 A total of 12% of the long stay residential car spaces will be disability parking, over the 5% minimum in the DCC development plan, and a further 6 long stay motorcycles spaces will be provided at basement level in addition to the car spaces. Electric charging points will also be installed for 10% of spaces initially with the remainder future proofed for 100% installation. A further 81 car spaces, including 5 disability spaces, and 3 motorcycle spaces are reserved for the future expansion of the site.

4.7.3 The proposed development includes 81 no. car parking spaces, including 5 disability spaces, and 3 motorcycle spaces in the basement of PW2 for future residential development within the wider Masterplan area and lands contiguous with SDRA 12, that will be subject to a separate application for permission. It is noted that while residential parking is incidental to the primary purpose of the building, in this case, the proposed 81 no. spaces are included to serve a future development proposal and as such constitute 'other use' for the purpose of this SHD application, as they are not associated with the residential use proposed in this application.

4.7.4 The proposed inclusion of these 81 no. car parking spaces is not intended to pre-empt and/or prejudice the outcome of any future application for permission. The 81 no. car parking spaces

will not be set out or used in the absence of a separate grant of planning permission. Accordingly, an alternative use for this area is proposed in the event that a positive decision was not forthcoming for future residential development. In this event, the applicant would be satisfied to accept a condition requiring that the 81 no. spaces together with the circulation area would be used as storage ancillary to the proposed residential development.

4.7.5 An additional 34 car spaces (incl. 3 disability space) will be provided on street to ensure adequate parking is provided for visitors and negate any overspill onto the surrounding street. The total number of visitor spaces has been maximised whilst maintaining a quality public realm. This parking will be paid 'pay and display' car parking. 4 on-street space will be reserved for a GoCar which will be available for general public use.

4.7.6 Also included are 2 taxi set-down/ pick up spaces, an additional 3 set-down spaces for the creche, and two on-street long-length loading bays (one for deliveries to the proposed retail and one for deliveries to the food/beverage outlet). It is envisaged that the southwestern loading bay will be used as a loading bay during the day, up to 5pm, and taxi pick-up / drop-off spaces thereafter. This will allow deliveries to be made to the proposed retail unit during the day and for taxis to collect or drop visitors to the site in the evening.

4.8 Services and facilities to reduce the need to travel

4.8.1 As mentioned there will be tenant amenities included on site to help reduce the need to travel outside of the site. These tenant amenity facilities incorporating a gymnasium, business centre, entertainment areas and a concierge office. There is retail and food & beverage areas planned on the ground floor also, predominantly within the factory. When the masterplan is delivered in full the residents will also have access to additional retail on the DCC and Bailey Gibson sites and the municipal playing pitch.

5. BASELINE REVIEW: EXISTING TRANSPORT NETWORK

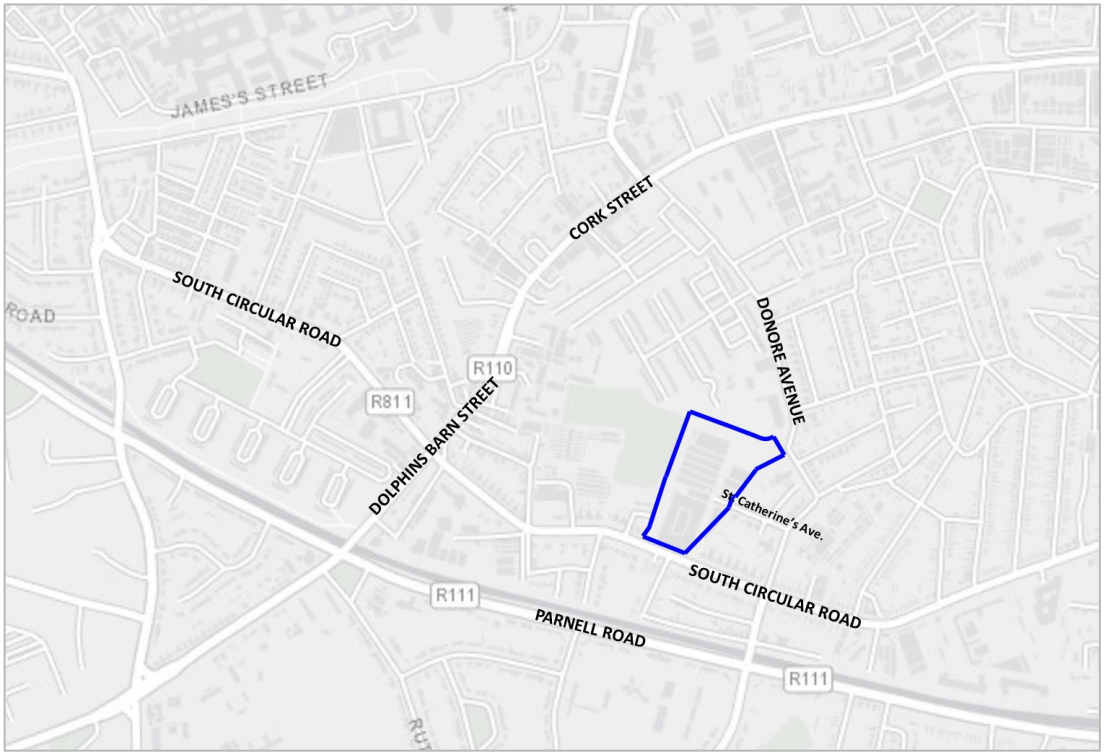
5.1 Overview

5.1.1 The following chapter discusses the existing transport network surrounding the site. A detailed commentary is provided on the existing walking, cycling and public transport facilities near the site.

5.2 The Site

5.2.1 The site is located on the South Circular Road with connections to St. Catherine's Avenue and Donore Avenue to the North. The primary access points to the site is currently located along the South Circular Road and along Donore Avenue north of St. Catherine's National School. The location of the site in relation to the surrounding road network is shown in Figure 5.1 below.

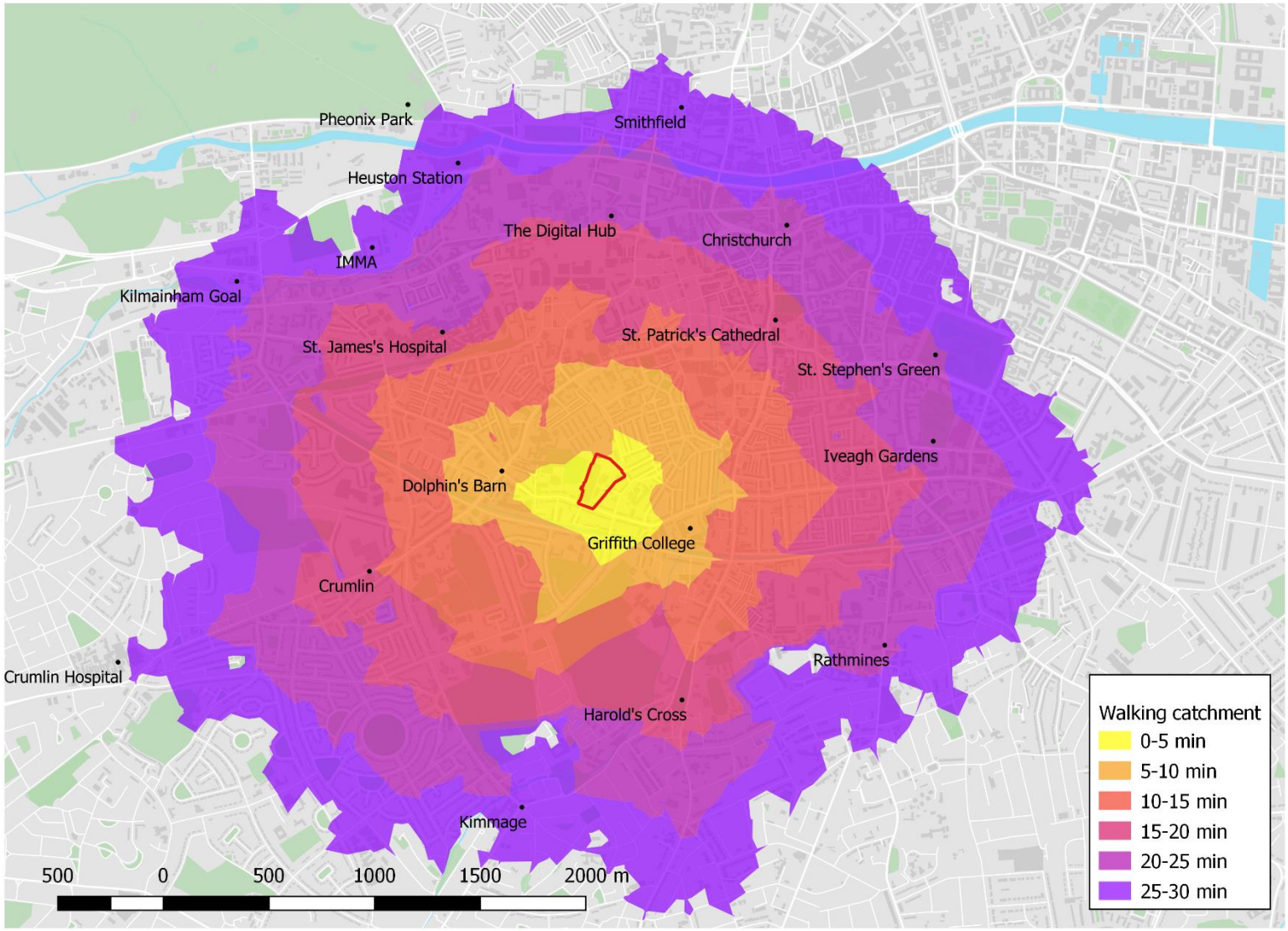
Figure 5.1 Site Location & Surrounding Road Network



5.3 Walking Accessibility & Infrastructure

5.3.1 The site is within a convenient walking distance of the city centre and a number of large employment centres as well as leisure and retail facilities. The Coombe Maternity Hospital is located within less than 5-minute walk of the site. St. James's Hospital, home to the future national children's hospital, is within 20-minute walk of the site and Griffith College is within 10-minutes. The city centre is a 25-30-minute walk. Heuston Station and the Royal Hospital Kilmainham are also within a 30-minute walk of the site. The Phoenix Park is just over 30-minute walk away. Figure 5.2 below outlines the walking catchment in 5-minute intervals.

Figure 5.2 Walking Catchment



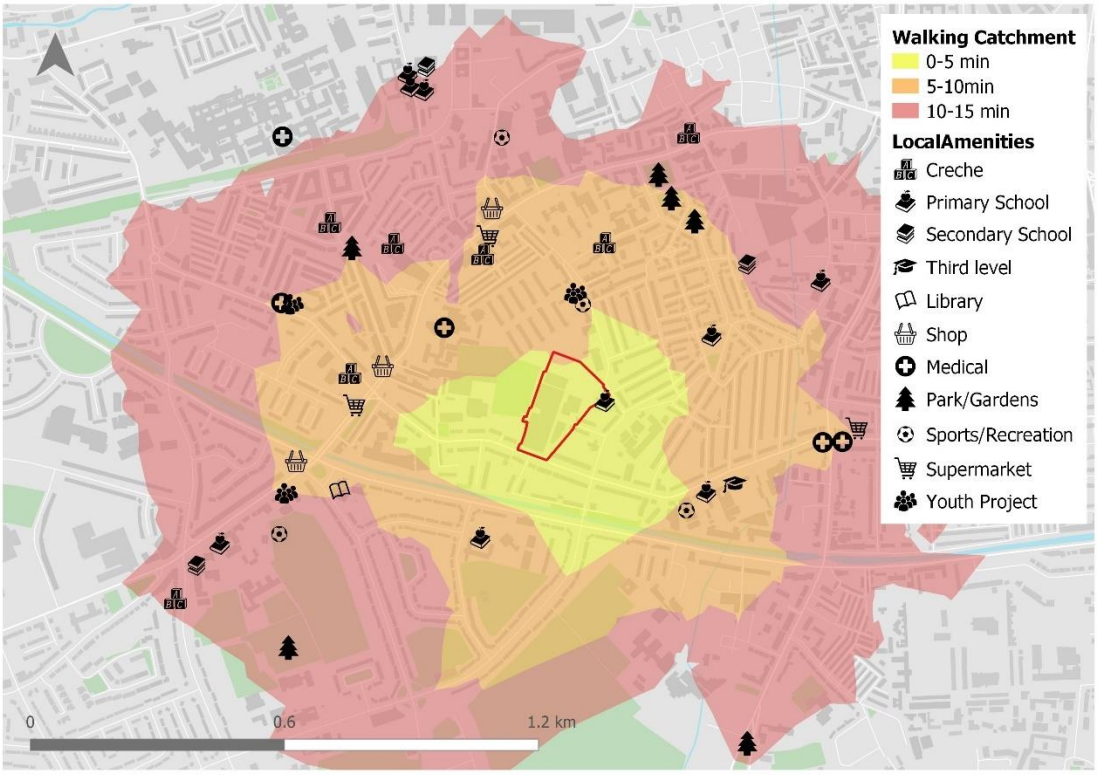
5.3.2 In total, there are over 87,000 estimated jobs within the total catchment area shown. Table 5.1 outlines the cumulative number of jobs accessible within each 5-minute interval.

Table 5.1 Jobs Accessible by Walking

Time Travelled	Jobs Accessible
0-5 min	772
0-10 min	3,404
0-15 min	8,304
0-20 min	21,680
0-25 min	51,892
0-30 min	87,541

5.3.3 In addition to the employment centres outlined, there are many local creches, schools, convenience shops and supermarkets, sports and youth clubs and parks & community gardens within easy walking distance of the site. The local amenities and walking catchment are shown in Figure 5.3.

Figure 5.3 Local Walking Catchment & Amenities



5.3.4 In the immediate vicinity of the site there are good quality pedestrian routes along South Circular Road with width footpaths varying between 2.2 & 4.2m from Donore Avenue to Dolphin's Barn Cross and good quality lighting. However, there is an unmarked pedestrian crossing, with dropped kerb lines and traffic island directly in front of the Bailey Gibson Site and signalised pedestrian crossings at the Donore Avenue/SCR junction. Along St. Catherine's Avenue & Donore Avenue the footpaths vary in width from 1.4m-2.7m. There is a marked zebra crossing on Donore Avenue directly in front of the school. Figures 5.4-5.9 capture the pedestrian environment on the surrounding streets.

Figure 5.4 Pedestrian Environment - Overview

(Map Data © Google Earth Pro)

Figure 5.5 Pedestrian Environment – Viewpoint 1

Figure 5.6 Pedestrian Environment – Viewpoint 2

Figure 5.7 Pedestrian Environment – Viewpoint 3

Figure 5.8 Pedestrian Environment – Viewpoint 4

5.3.5 There are also signalised pedestrian crossing points at Dolphin's Barn Cross, west of the site, and between Donore Avenue and Cork Street, north of the site. Dolphin's Barn Street & Cork Street also have wide footpaths as does the remainder of the South Circular Road until it terminates near Harcourt Road.

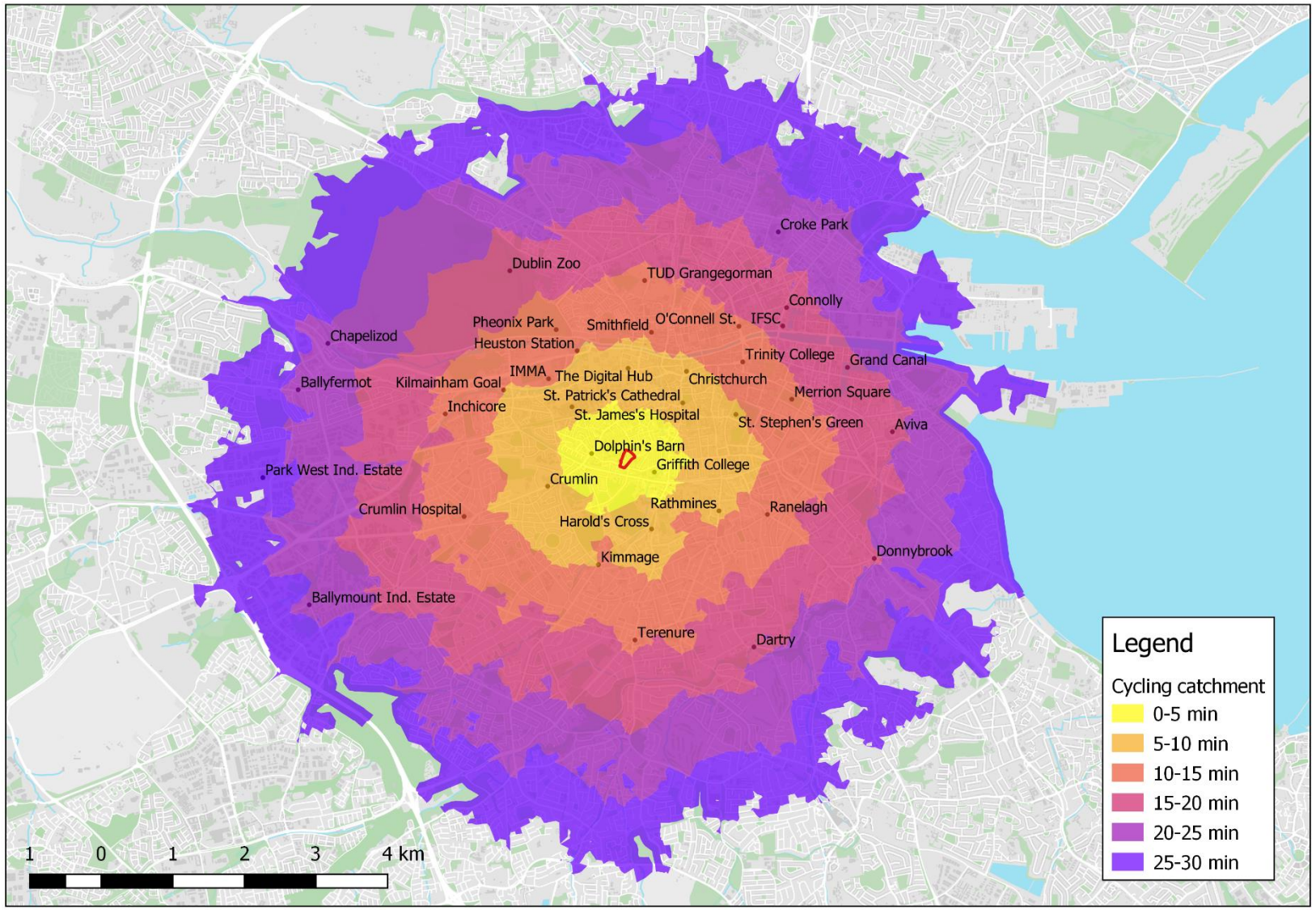
5.4 Cycling Accessibility & Infrastructure

5.4.1 The site is also highly accessible by cycling. The city centre, TUD Grangegorman, St. James's Hospital and Heuston Station are all within a 15-minute cycle of the site. There are an estimated 165,000 jobs within a 15-minute cycle of the site and over 340,000 within a 30-minute cycle. Figure 5.9 outlines the cycling catchment in 5-minute intervals. The estimated number of jobs accessible within this catchment is outlined in Table 5.2.

Table 5.2 Jobs Accessible by Cycling

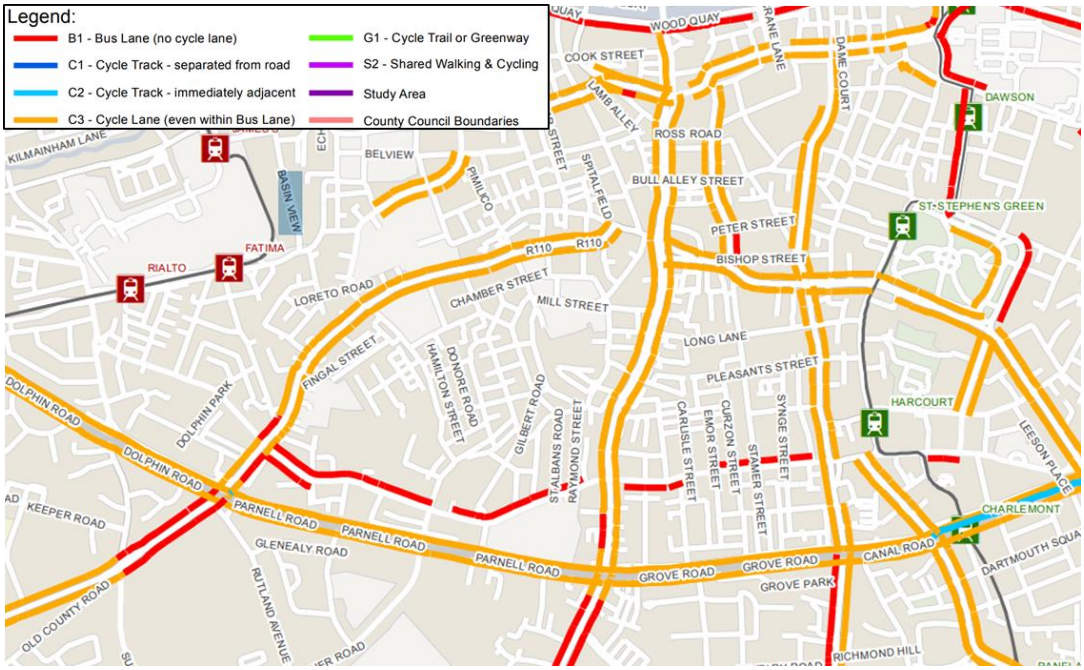
Time Travelled	Jobs Accessible
0-5 min	5,804
0-10 min	60,312
0-15 min	165,046
0-20 min	258,309
0-25 min	301,680
0-30 min	343,066

Figure 5.9 Cycling Catchment



5.4.2 There are cycle lanes provided most of the way from Dolphin's Barn Cross to the City Centre and along the length of the Canal towards the docklands as shown from the existing facilities map taken from the Greater Dublin Area Cycle Strategy and illustrated in Figure 5.10. There are currently no cycle lanes along the South Circular Road and Donore Avenue but there is a bus lane eastbound along the South Circular Road and westbound on approach to Dolphin's Barn Cross.

Figure 5.10 Existing Cycle Facilities



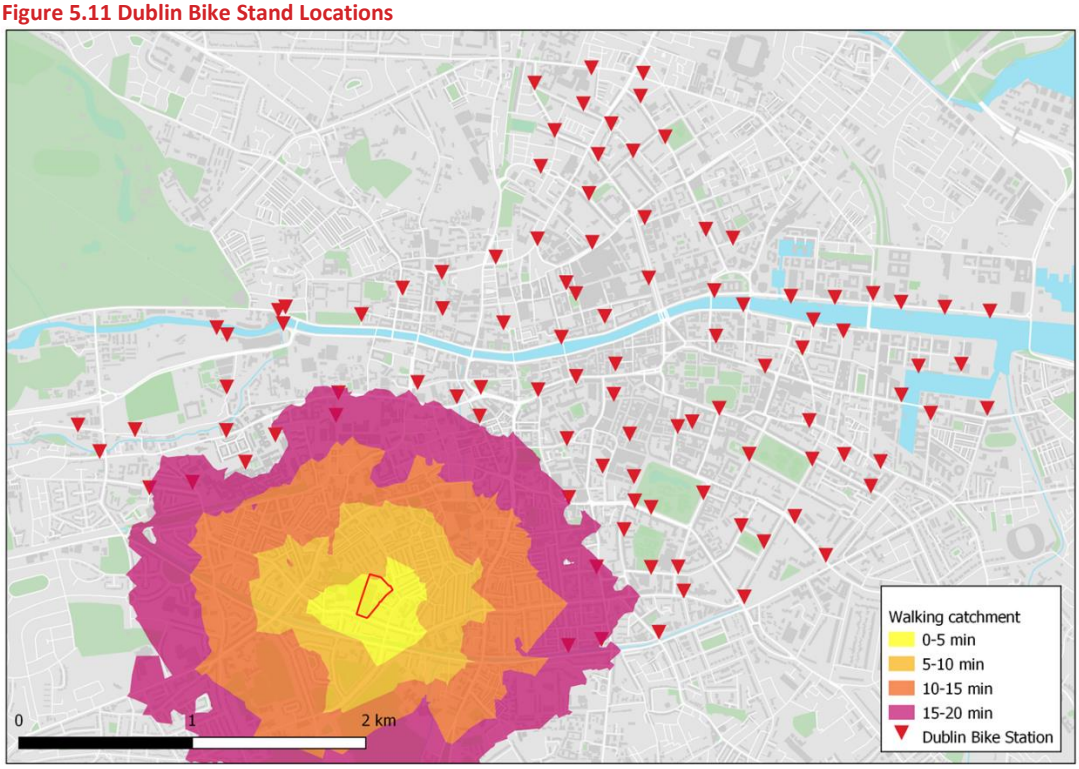
(Map Data © National Transport Authority[2])

5.4.3 In terms of bike sharing infrastructure there are two main bike sharing schemes within Dublin, Dublin Bikes and BleeperBikes. Dublin Bikes is a public bike rental scheme facilitated by numerous stations around Dublin City primarily within the Canal Cordon. BleeperBikes is a station-less bike sharing scheme where users park the bike at designated parking spaces through the city with the scheme extending well beyond the canals into the north and south of the city.

5.4.4 As discussed, there are limited Dublin Bike stations within walking distance of the sites with the nearest sites approximately 15 minutes' walk, as illustrated in Figure 5.11. Currently there are no plans to expand the Dublin Bikes Scheme with any future stations dependent on the availability of additional funding for capital and operational costs.

[2] GDA Cycle Network Plan- Existing Facilities Maps https://www.nationaltransport.ie/wp-content/uploads/2014/04/Existing_Facilities_Maps11.pdf

Figure 5.11 Dublin Bike Stand Locations



5.4.5 There are several designated bleeper bike parking spaces close to the proposed developments as shown in Figure 5.12. Any suitable parking stand can be added as a designated space by a user sending the location and photographs to the BleeperBike support team.

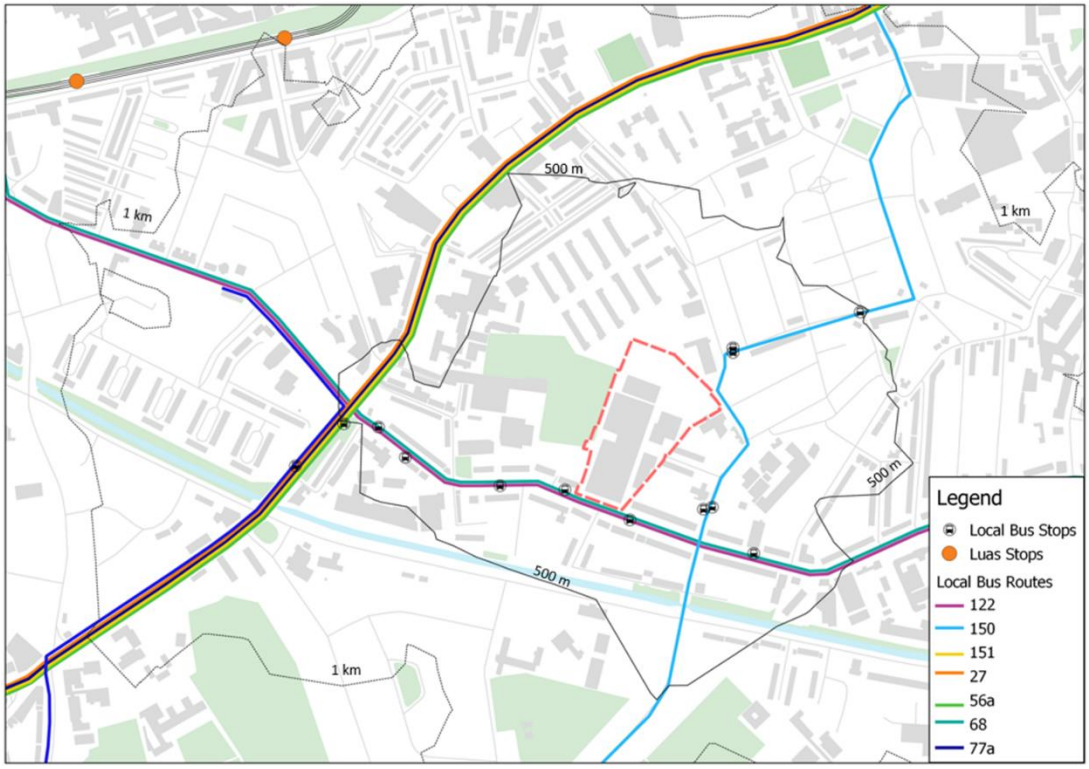
Figure 5.12 BleeperBike Designated Parking Locations

(Map Data © Google & Bleeper Bikes)

5.5 Public Transport Infrastructure

5.5.1 The site is located within a 5-minute walk of a numerous high frequency Dublin Bus & Go-Ahead services along Dolphin's Barn Street/Cork Street, a dedicated Quality Bus Corridor, and the South Circular Road. It is also a 12-minute walk to the Fatima Red line Luas stop. Figure 5.13 below illustrates the existing public transport network and stop locations.

Figure 5.13 Local Public Transport Services



5.5.2 All bus services shown are within a 5-minute walk of the site and operate frequently during the weekday and weekend. Figure 5.15 shows the approximate distances to each local bus stop from the nearest site entrance.

Figure 5.14 Distance & Path to Local Bus Stops

(Map Data © Google Earth Pro)

5.5.3 Table 5.3 outlines the frequency of the bus services, along with the red line Luas, during the weekday AM peak hour & Inter peak as well as the weekend Inter peak.

Table 5.3 Local Public Transport Services Headways (min)

Route		Weekday		Weekend	
		AM Peak	Interpeak	Saturday	Sunday
68	Hawkins St./Newcastle	60	60	60	45-90
122	Ashington/Drimnagh	10	20	20	20
27	Clarehall/Jobstown	10	10	10	15
56a	Ringsend/Tallaght	60	75	75	75
77a	Ringsend/Citywest	20	20	20	30
151	Docklands/Foxborugh	20	20	20	30
150	Hawkins St/Rossmore	15	20	20	30
17	Blackrock/UCD/Rialto	20	20	20	30
Luas	Tallaght/Saggart/Citywest -Connolly/Point	4	4	6	9

5.6 Road Network

5.6.1 As discussed in Section 5.2, the site is located on the South Circular Road and borders Donore Avenue. The surrounding road network is a mix of quieter residential streets and more heavily trafficked regional, urban roads such as the R811 South Circular Road, the R110 Dolphin's Barn Street/Cork Street, the R111 Parnell Road (Canal Road). Many of the residential streets are narrow in nature due to restricted carriageway widths and/or on-street parking. There are several busy signalised junctions, such as the Dolphin's Barn Cross, along the South Circular Road as well as along the Canal. These roads carry heavier volumes of traffic particularly during the morning and evening peaks.

5.6.2 Dolphin's Barn Street & Cork Street have bus lanes in both direction for much of their length. The South Circular Road has an eastbound bus lane which operates in the morning from 0700-1000. Donore Avenue provides a more local link connecting residential streets with the South Circular Road and Cork Street. St. Catherine's is a residential cul-de-sac with a narrow carriageway and on-street parking along both sides.

6. PRE – OCCUPATION BASELINE MODE SHARE

6.1 Purpose of the Baseline

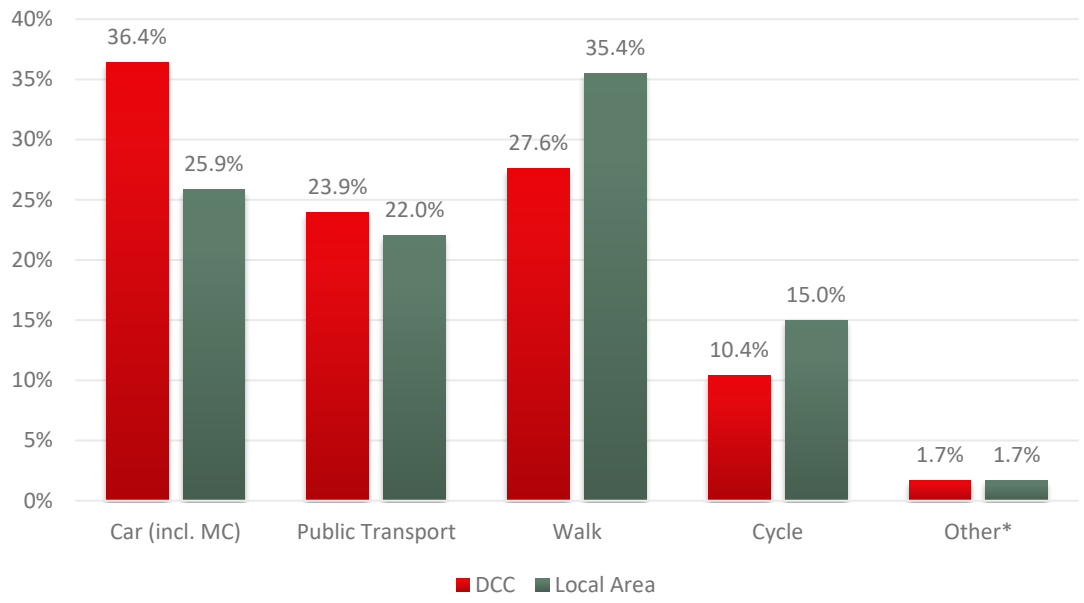
6.1.1 This section provides information on the travel behaviour of the existing population of the locality and similar development types. This is necessary to predict the likely travel patterns of future residents at the development site and identify existing constraints which may impact upon the sustainability of future development.

6.1.2 The subject site is located within a city suburban area with predominantly residential land uses though there are other land uses nearby within walking distances such as schools, retail, employment and leisure. The proposed development is Built-to-Rent (BTR) accommodation comprising of predominantly apartments.

6.2 Mode Share

6.2.1 The figure below indicates the mode share for all of DCC and the local area for commuting to work or education, from Ireland's 2016 Census data, which has informed the baseline for the Residential Mobility Management Plan. The local area data is based on CSO small areas which are within 500m of the site.

Figure 6.1 2016 Census Mode Share for Journey to Work within local area

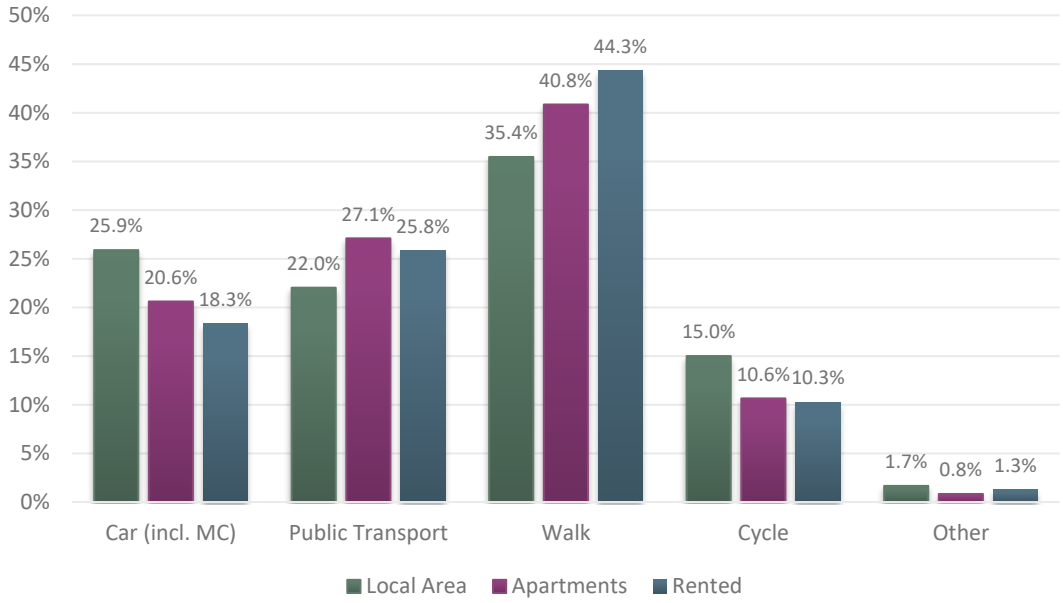


6.2.2 As shown 25.9% of local residents surveyed drive to work by car/van, significantly lower than the DCC average. Active travel mode share is over 50%, with 35.4% walking and 15.0% cycling. Public transport mode share is 22%, with 15% travelling by bus and nearly 7 % by Train, DART or LUAS. Of the small areas within 500m of the development, 47% of household had no car, 42% one car and 11% 2 cars or more. Approximately 57% of the local households are houses and 68% are privately owned. These household are likely to have a higher car mode share and car ownership than the proposed development.

6.2.3 Within the local area there are many privately owned houses which traditionally have higher commuting car mode shares. For small areas with higher proportions of apartments or rented

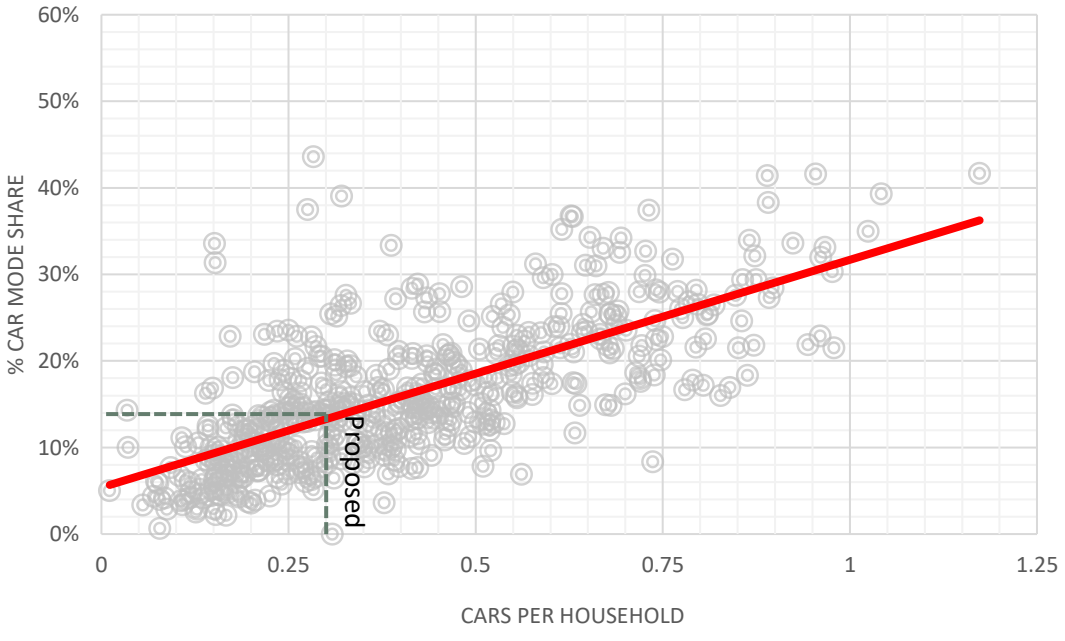
accommodation (>75%) within in the local area, which are more representative of the subject site, the car mode share is much lower at approximately 18-20%. The public transport and walking mode shares are significantly higher however the cycling mode share is lower which may reflect limited cycling parking in existing apartments and rented accommodation.

Figure 6.2: Local Commuting Mode Shares by Housing Type



6.2.4 The local small areas with a high proportion of rented accommodation or apartments have an average 0.45 cars per household which is still higher than the proposed development. To estimate the car mode share for developments similar to the proposed the car ownership and commuting mode share was compared for all small areas within the Canal Cordon. This is shown below.

Figure 6.3: City Cordon SAPS Data – Car per Household versus Commuting Car Mode Share

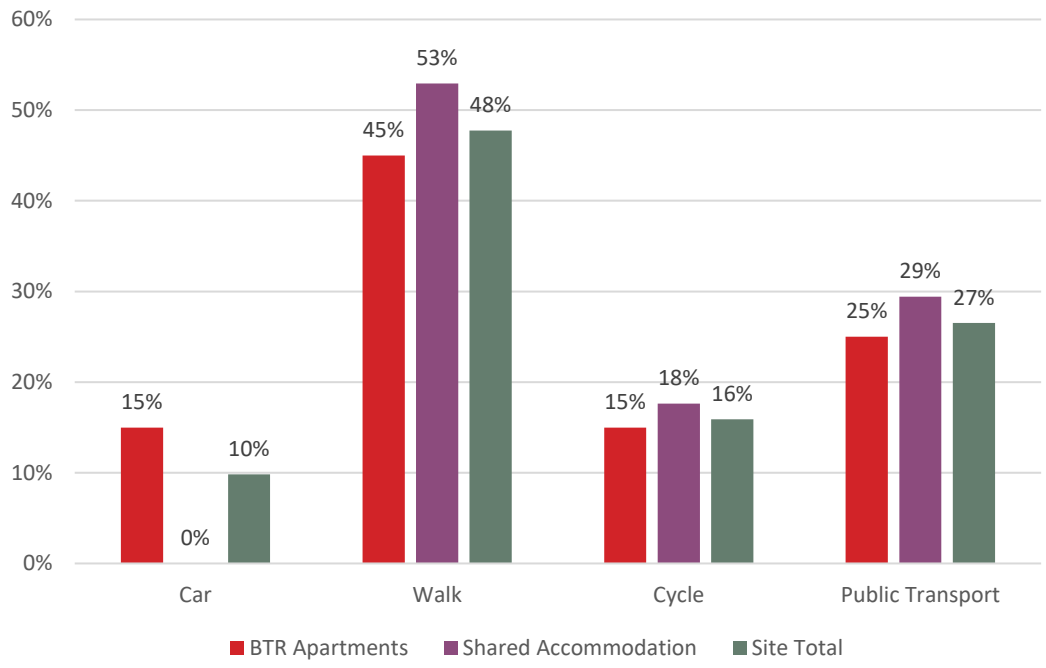


6.2.5 The estimated mode share for the development has been estimated separately for residents in the shared accommodation, with no access to parking, and residents in the BTR apartments who will have 0.28 car spaces per unit. While the shared accommodation residents will have access to the GoCars available on site it has been assumed that these will only be used for occasional trips and are not included within the modal split.

6.2.6 Based on the car ownership data outlined and additional modelling undertaken, see section 6 of the TTA for further details, the estimated car mode share for the BTR element of the development is likely to between 14-16%. Based on this and the breakdown of mode shares by housing type for the local area the estimated development mode share is outlined in Figure 6.4. Also shown is the shared accommodation mode shares and overall site wide mode shares.

6.2.7 The estimated cycle mode share is greater than that typically observed for rented accommodation or apartments locally based the greater quantum and higher standard of cycle parking provided on site.

Figure 6.4: Estimated Development Mode Share



6.2.8 Based on the above, the cycle demand could be equal to the car mode share and may increase in future years with the implementation the Dublin Cycle Network and improved facilities through Bus Connects. This mode share has been applied to inform the expected travel trends of the future development and set Pre-Occupation Baseline Residential Mobility Management Plan targets.

7. MMP OBJECTIVES AND TARGETS

7.1 Overview

7.1.1 In order to measure the ongoing success of the MMP and its various measures, it is important that a series of targets and objectives are set at the outset.

7.1.2 As this is a Pre-Occupation Residential MMP, it is expected that the final targets of the MMP will be taken forward upon site occupation. As such, the Pre-Occupation baseline targets should be at this time considered as guidance until Post–Occupation baseline residential surveys are undertaken.

7.2 Aims and Objectives

7.2.1 The overall aim of the MMP for the proposed development is to minimise the proportion of single occupancy vehicle trips and address the forecast transport impacts of the end-users of the site. The objectives can be summarised as follows:

- Consider the needs of residents in relation to accessing facilities for employment, education, health, leisure, recreation and shopping purposes, including identifying local amenities available that reduce the need to travel longer distances;
- Reduce the vehicular traffic generated by the development to a lower level of car trips than that predicted within the Traffic and Transport Assessment – including developing measures to reduce the need to travel, such as the provision of ancillary facilities (gym, food/beverage facilities, business area co-working spaces, convenience retail and parcel delivery/collection services).
- Develop good urban design by ensuring permeability of the development to neighbouring areas and provision of cycle facilities.

7.3 Targets

7.3.1 Targets are the specific quantitative goals based on the objectives described above. Targets are important as they give the MMP direction from its inception, providing measurable goals. When setting site-specific targets, it is important that they are 'SMART' (Specific, Measurable, Achievable, Realistic and Timebound) in order that the outcome can be quantified and an assessment of what the MMP has or will achieve can be made.

7.3.2 Since the overall aim of the MMP is to reduce reliance upon the private car, it is appropriate to set a target which relates to this objective. The primary outcome indicator used will be mode share of the residents of the proposed development.

7.3.3 It will therefore be necessary to collect data to identify and understand the Post-Occupation baseline and ongoing travel habits, against which the MMP's progress can be measured. It is recommended that residents' travel surveys are undertaken within six months of the site reaching occupancy. These travel surveys will establish the Post-Occupation baseline travel data for the Player Wills site and inform the final MMP's targets.

7.3.4 The proposed Pre-& estimated Post-Occupation targets are outlined in Table 7.1. These are based on the Census 2016 commuting mode share for local rented accommodation and apartments and estimated development mode share. They are also considered in the light of

the Government's Smarter Travel policy of a modal share target of 45% for work-related commuting by car, and for 10% of all trips to be made by bike.

MODE	SINGLE OCCUPANCY CAR USE	SUSTAINABLE TRAVEL MODES
Government Smarter Travel Mode Share Targets	45%	55%
Pre-Occupation Baseline Mode Share	19%	81%
Post-Occupation Mode Share Target	10%	90%

Table 7.1 Proposed Residential Mobility Management Plan Targets

7.3.5 The final mode share targets over a three and five-year period will be set once the Post-Occupation baseline mode share is known, which will be obtained through the baseline residential travel surveys described above.

7.3.6 As part of the MMP Measures (described in more detail in the next chapter), personalised travel planning sessions could also be used to identify and indicate barriers affecting sustainable transport usage among residents of the development – and thus inform the potential for further mode shift and updates to MMP targets.

8. MMP ACTION PLAN

8.1 Proposed MMP Action Plan Measures

8.1.1 Mobility management plans have a wide range of possible "hard" and "soft" tools from which to choose from with the objective of influencing travel choices. The following section introduces proposed MMP measures that can be implemented once the site is occupied. The finalised measures within the RMMP will be informed by the insight gained by the Post-Occupation Baseline Travel Survey results.

8.1.2 The proposed Residential MMP Action Plan is summarised into the following sections:

- Mobility Manager
- Reducing the need to travel
- Welcome Travel Pack
- Marketing and Travel Information
- Personalised Travel Planning
- Walking
- Cycling
- Public Transport
- Managing Car Use

8.1.3 Chapter 9 outlines the Monitoring and Review arrangements for the Mobility Management Plan.

8.2 Mobility Manager

8.2.1 A Mobility Manager will be appointed, and their role is to manage the implementation of the Residential MMP for the Player Wills site. The role involves being the main point of contact for travel information, promotion and improvements. This may also be organised in the form of a resident's group once the development is fully occupied and operational. The remit of the Mobility Manager includes the following:

- To develop and oversee the implementation of the initiatives outlined in the MMP Action Plan below.
- To monitor the progress of the plan, including carrying out annual Residential Travel Surveys.
- To actively market and promote the social, economic and environmental benefits of sustainable travel to residents.
- To provide sustainable travel information, support and advice to residents including: available bus service timetables, walking and cycling maps, car-sharing, the site's car club and cycle hire services, and local cycling and walking schemes and events.

8.3 Reducing the need to travel

8.3.1 The provision of on-site services to reduce the need of residents to utilise a vehicle to travel will be crucial to embedding a sustainable travel culture within the site from the outset. On-site services need to be actively promoted to occupants, and will include:

- Retail/Retail Services/Food & Beverage
- Gym
- Entertainment Areas
- Business area / co-working spaces
- Parcel delivery / collection services
- Childcare Facility
- Residents lounge and communal kitchen/living area

8.4 Welcome Travel Pack

8.4.1 A 'Welcome travel pack' can be provided to all new residents with the intention that each resident is made fully aware of the travel choices available to them. This will also give the best possible opportunity to the new residents to consider more sustainable modes of travel at a key moment of life change (i.e. moving home) – where new travel habits are more easily encouraged.

8.4.2 The Welcome pack will include a variety of sustainable travel information and incentives about the development and the wider local area. It can include measures such as:

- Information on the site's available sustainable travel services (including cycle parking, cycle hire and the Car Club) and on-site facilities (e.g. parcel collection).
- Incentives to trial sustainable travel, such as:
  - Public transport 'taster tickets' via a Leap 'pay as you go' card for each resident.
  - Discounts at a local bike shop to subsidise a bike purchase; first month's free membership of the site's cycle hire scheme; free branded cycling accessories (e.g. high vis reflectors, seat covers, water bottles); free or subsidised cycle skills training or cycle maintenance training.
  - Subsidised initial usage of the site's Car Club (e.g. 3 free hours a month usage for the first three months).

  This can be offered to residents on a 'pick-and-mix' basis up to a certain value (e.g. €100), with residents selecting the incentive package that best meet their own individual travel needs.
- Information on services and amenities provided locally (both on-site and nearby), particularly those within walking and cycling distance.
- Maps showing the pedestrian and cycle routes in proximity to the site, including site cycle parking and cycle hire locations; advised routes (with journey times) into the city centre and also to public transport interchanges (e.g. Heuston station).
- Information about local public transport services and tickets, including a plan showing the location of bus and Luas stops, and bus routes to rail stations.

- Information on the health benefits of walking and cycling.
- Details of online car-sharing services (e.g. Liftshare and Faxi) along with the benefits of car sharing, such as reduced congestion, better air quality, reduction in traffic noise and cost savings to the individuals taking part.
- Provide information on the financial and environmental costs associated with driving and support regarding tips for green driving techniques.

8.5 Marketing and Travel Information

8.5.1 Marketing and raising awareness will involve directly engaging with individuals and raising awareness of travel options as well the benefits of sustainable and active travel.

8.5.2 The Mobility Manager can market and promote the MMP to residents of the site in the following ways:

- Production and distribution of the Welcome Travel Pack as described above
- Producing dedicated printed Travel Options Leaflets (in addition to the Welcome Packs) and online information which can be personalised to suit the individual needs of the site.
- Once travel surveys have been undertaken, additional leaflets can be provided which are tailored to encourage travel by a specific mode of transport.
- Organising events and activities (e.g. Dr Bike sessions, Pedometer challenges, led walks, cycle training) to coincide with Bike Week, European Mobility Week and any other national / local sustainable travel or community events.
- Displaying regular updates on MMP targets and activities in communal areas of the residential development.
- Promotion of sustainable travel options to residents, focusing marketing initiatives on areas where there is willingness to change and promoting positive messages e.g. getting fit and active, reducing congestion and CO2 emissions.

8.5.3 If a Resident's intranet or App is being developed as part of post-occupation implementation, this is an ideal communication channel to promote sustainable travel information, events and initiatives to residents. It can also incorporate a real-time user-friendly booking platform for the site's travel facilities including the Car Club and Cycle Hire.

8.5.4 Continued incentivisation of sustainable travel using gamification may also be considered as part of the future development of the MMP – for example through the use of app platforms such as BetterPoints (https://www.betterpoints.ltd/app/), where residents are rewarded for sustainable travel. Typically, initiatives like this are organised on a city-wide or local-area basis – therefore if implemented on a wider scale, the development could benefit from participation in such challenges/competitions.

8.6 Personalised Travel Planning

8.6.1 Personal Travel Planning (PTP) is a well-established and proven method that encourages people to make more sustainable travel choices. Typically using motivational interviewing techniques, it seeks to overcome the habitual use of the car, enabling more journeys to be made on foot, bike, public transport or in shared cars. This is achieved through the

provision of tailored information, incentives and motivation directly to individuals to help them voluntarily make more informed travel choices.

8.6.2 PTP tools and techniques that can be used as part of a Residential MMP to encourage people to travel sustainably include:

- One-to-one conversations, either at the doorstep or by telephone, between individuals and trained field officers to encourage and motivate a change in behaviour;
- The provision of information and support on how to travel sustainably, for example, maps or guides about the local bus network, walking and cycling routes, adult and child cycle training and bike maintenance classes.

8.6.3 PTP techniques have been reported to reduce car driver trips by 11% and the distance travelled by car by 12%. [3] A successful PTP can deliver:

- Reduced congestion and reduce car use
- Individual health improvements through increased walking and cycling
- Greater use of public transport
- Better air quality and reduction in traffic noise
- More use of local services by residents
- Support sustainable economic growth by reducing peak hour congestion
- Encourage more active lifestyles to address health and well-being issues
- Promote environmentally responsible travel choices and carbon reduction by helping reduce individual carbon footprints.

8.6.4 PTP forms an important Smarter Choices tool to enable residents to consider sustainable travel and if appropriate upon completion of the Post-Occupation baseline travel survey, could be implemented as part of the Player Wills Residential Mobility Management Plan.

8.7 Walking

8.7.1 Depending on the outcome of the Post-Occupation Baseline Residents Travel Survey, the following measures could be implemented to promote walking to residents:

- Participation in a Residents' 'Pedometer Challenge'.
- Organise events such weekend led walks.
- Display local walking maps in communal areas (and online if applicable).
- Highlight the direct savings and health and wellbeing benefits of walking.

8.8 Cycling

8.8.1 As detailed earlier, high quality pedestrian and cyclist routes will be provided as part of the design of the development, in addition to secure and accessible cycle parking. To maximise

[3] UK Department for Transport Making Personal Travel Planning Work; Research Report (2007) https://webarchive.nationalarchives.gov.uk/20101007203323/http://www.dft.gov.uk/pgr/sustainable/travelplans/ptp/makingptpworkresearch.pdf

the potential for cycling by residents, the following facilities will also be provided (and promoted to residents):

- On-site cycle hire provision (e.g. through Bleeper Bikes) for use by residents
- On-site cycle maintenance and repair facilities (e.g. fixed bike pumps located adjacent to cycle parking; bike repair kits available through the concierge service)

8.8.2 Depending on the outcome of the Post-Occupation Baseline Residents Travel Survey, the following measures can also be implemented to promote cycling to residents:

- Provide and publicise cycle parking for residents and visitors.
- Display local cycling maps in communal areas (and online if applicable).
- Host a Bike Week (www.bikeweek.ie) event for residents, inviting local bike suppliers for residents to try bikes before buying and run bike maintenance / Dr Bike sessions.
- Set up a residents Bicycle User Group (BUG) to promote cycling and encourage Bike Buddy scheme and led cycle rides through this forum.
- Highlight the direct savings and health and wellbeing benefits of cycling.

8.9 Public Transport

8.9.1 Depending on the outcome of the Post-Occupation Baseline Residents Travel Survey, the following measures can be implemented to promote public transport to residents:

- Provide timetables and maps of local bus routes and the nearest bus stops, (including walk times) in communal areas.
- Promotion of the National Public Transport Journey Planner (www.journeyplanner.transportforireland.ie) for travel by bus and rail.
- Promotion of the availability of Real Time Information on the Dublin Bus app and website (www.dublinbus.ie) which provides live information on bus departure times for main bus routes that serve the site).
- If required, liaise with the NTA and local bus operators about any feedback gained from residents such as location of bus stops, timing of routes, or where you have market information about a potential new route.

8.10 Managing Car Use

8.10.1 As detailed earlier, private car parking will be provided as part of the design of the development. To maximise the potential for shared vehicle, use by residents, a car-club facility will be provided suitable for short duration car trios. Go Car have committed to providing 20 on site cars exclusively for the use of residents of the development, a letter of commitment from Go-Car is provided in Appendix A. 4 additional GoCars will be provided on street for the use of the general public. Up to 50% of these cars will be electric vehicles.

8.10.2 Depending on the outcome of the Post-Occupation Baseline Residents Travel Survey, the following measures can also be implemented to help manage residents' car use:

- Promotion of car-sharing services (e.g. Liftshare) in communal areas and online.

- Discounts or promotion of longer-term car-rental services (e.g. through Hertz) for tenants requiring car use for longer periods of time.
- Organise a car-share matching event for residents. This can match residents willing to offer / find a lift for specific journeys.
- Marketing of the financial and carbon benefits of car-sharing incorporated in communication messages to residents.
- Promote green driving techniques and tips.

9. MMP MONITORING AND REVIEW

9.1 Overview

9.1.1 This section sets out the monitoring strategy for the Mobility Management Plan. The monitoring strategy is important for assessing how effectively the MMP has been in achieving its aim, objectives and targets. It can help identify measures that are not meeting objectives and reallocate resources accordingly. An MMP is a continuous and evolving document requiring monitoring, review and revision to ensure that it remains relevant.

9.2 Travel Survey

9.2.1 As already stated, it is recommended that a travel survey of residents is undertaken within six months following occupation of the proposed development. The results of the survey will identify baseline travel patterns in terms of modes used and the sustainable transport modes which require encouragement through the MMP measures.

9.2.2 The results of the survey will be used to inform the development of the finalised MMP targets and measures. The survey is designed to identify the distribution and mode share of trips from the development. The survey will also identify people's willingness and ability to try new modes, and what barriers they may face in making Smarter Travel choices.

9.3 Annual Monitoring

9.3.1 The Mobility Manager will carry out annual follow-up travel surveys with future residents. These surveys should take place in the same month and be of the same format as the original baseline survey to ensure compatibility of results.

9.3.2 This monitoring is an opportunity to measure MMP achievements on an annual basis. This will then inform the ongoing development of the MMP, ensuring its targets and measures remain relevant to the needs of the residents, is site-specific and fit for purpose. Results will be analysed to enable the following:

- Measurement of the success of the MMP, enabling focused improvement on areas that have not achieved the desired modal shift via appropriate revisions to the MMP measures.
- Identification of early success stories of the MMP, which can help to encourage further participation and build momentum for sustainable travel.
- Ensures that changing travel patterns are considered, ensuring that the MMP measures can be updated to reflect the needs of residents.
- Allows targets which have been set too low or unrealistically high to be readjusted.

9.4 Reporting

9.4.1 Reporting of the results of the Post-Occupation baseline travel survey, and findings from the ongoing monitoring activities and progress with implementation of the Player Wills Residential MMP will be agreed with the Transportation Department of Dublin City Council.

9.4.2 In the event that initial targets set out in the MMP are not met, this will not be seen a failure, rather as a calibration exercise for future target setting and MMP Action Plan refresh and review.

10. SUMMARY

10.1.1 SYSTRA Ltd have been appointed by Hines Real Estate to undertake a Transport Assessment and Mobility Management Plan to support a planning application for residential development of 732 residential units at the former Player Wills Site of the South Circular Road.

10.1.2 This Mobility Management Plan report should be read in conjunction with the accompanying Transport Assessment. The Mobility Management Plan is the principal mitigation measure proposed by the Transport Assessment to address the forecast transport impacts of the development and has been prepared as a Pre-Occupation Plan to support the planning application.

10.1.3 The development site has a well-established walking and cycling network with good quality footways / cycleways, footpath provision, tactile paving and dedicated pedestrian and cycle crossing facilities. The proposed Residential Development is well designed to link to these existing facilities.

10.1.4 The site is directly served by a number of Dublin Bus services and is within walking distance of the Fatima Luas stop. The sites are also within walking distance to a number of employment centre and leisure facilities. The City Centre, Heuston station, St. Stephen's Green, St. James' Hospital and the Coombe Maternity Hospital are all within a 30-minute walk or 10-15 minute cycle of both sites. It can be concluded that the proposed development has a very high level of accessibility by sustainable transport modes.

10.1.5 A Mobility Manager will be appointed to co-ordinate the delivery of the Post-Occupation Baseline Travel Survey, the finalisation of MMP targets and the development and implementation of the Post-Occupation Residential MMP. The Mobility Manager will also ensure ongoing promotion and marketing of sustainable travel options to the residents of the development.

10.1.6 In addition to high quality cycling and pedestrian facilities inherent within the design (including cycle parking), a Resident's Car Club will be provided to enhance sustainable travel choices for residents and limit the need for car ownership amongst residents.

10.1.7 The preparation of the Welcome Travel Pack will provide encouragement to residents to consider their travel choices. The Welcome Travel Pack will include information to encourage residents to travel sustainably from the outset. The travel pack will be issued to all residents and will include a variety of information and incentives on sustainable travel.

10.1.8 Other measures will be determined by the results of the Post-Occupation Baseline Travel Survey and will include the following:

- Personalised Travel Planning
- Marketing and promotion
- Measures to promote and support walking and cycling
- Measures to promote and support bus and train use
- Measures to promote car-sharing and to manage car use.

10.1.9 As the MMP is a continuous and evolving document it requires monitoring, review and revision to ensure that it remains relevant. The subsequent reporting of the MMP implementation and review will be agreed between the developer and Dublin City Council.

Appendix A

Go Car Letter of Commitment

Hines Real Estate Ireland Limited
1st Floor, Block 2
Clanwilliam Court,
Clanwilliam Place,
Dublin 2

Dublin, 20th April 2020

To Whom It May Concern,

This is a letter to confirm that GoCar intends to provide a service of 24 shared car club vehicles in the proposed residential development on lands at the former Player Wills Factory near Donore Avenue in Dublin 8. GoCar representatives have discussed the project with representatives of Systra who are the Engineers for the Project and are excited to provide a car sharing service at this location.

It is understood that twenty (20) of the vehicles at this development will be exclusively shared between the residents of the development. GoCar will work with the eventual management company to arrange the process for communicating the service to residents and adding residents to the service. The remaining four (4) vehicles will be placed at surface level of the development, at a point that is accessible to other local residents. This vehicle will be open to use for all GoCar members.

GoCar is Ireland's leading car sharing service with over 60,000 members and over 800 cars and vans on fleet. Each GoCar which is placed in a community has the potential to replace the journeys of up to 15 private cars. The Department of Housing's Design Standards for New Apartments - Guidelines for Planning Authorities 2018 outline: "For all types of location, where it is sought to eliminate or reduce car parking provision, it is necessary to ensure... provision is also to be made for alternative mobility solutions including facilities for car sharing club vehicles."

Carsharing is a sustainable service. By allowing multiple people to use the same vehicle at different times, car sharing reduces car ownership, car dependency, congestion, noise and air pollution. It frees up land which would otherwise be used for additional parking spaces. Most GoCar users only use a car when necessary, and walk and use public transport more often than car owners.

By having GoCar car club vehicles in a residential development such as this, residents will have access to pay-as-you-go driving, in close proximity to their homes, which will increase usership of the service.

I trust that this information is satisfactory. For any queries, please do not hesitate to contact me.

Rob Kearns
Head of Growth
GoCar Carsharing Limited
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E: rob.kearns@gocar.ie

SYSTRA provides advice on transport, to central, regional and local government, agencies, developers, operators and financiers.

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